

THE LIFE BOOK

**A Guide to Life as a
Great Eastern Employee**



Dear Great Eastern family,

Since 1908, Great Eastern has grown to be one of the leading insurers in Asia. We have seen the changing needs of customers through the years, and have had the privilege of protecting what matters most to them.

But as we continue to establish ourselves as a trusted name, we must build something just as important – our culture. Because, our company's legacy is not simply defined by our products or services, it's also defined by you.

As a member of the Great Eastern family, we're called to live out the values of The Life Company. Whether it's serving our customers or working with one another, when we act with our values in mind, we move our culture, our company, forward.

This handbook introduces you to what it means to be a part of The Life Company, our core values and how you can shape our culture for the better. It helps you remember, understand, and act on the values that are crucial to our culture and your work. It's also designed to help you learn life skills that will stand with you in good stead now and in the future.

So let's work together to make our mark not just with what we do, but with who we are.

**Warmest Regards,
Khor Hock Seng
Group CEO**

TABLE OF CONTENTS

4

**PART 1: WHAT IS CULTURE
AND WHY IS IT IMPORTANT?**

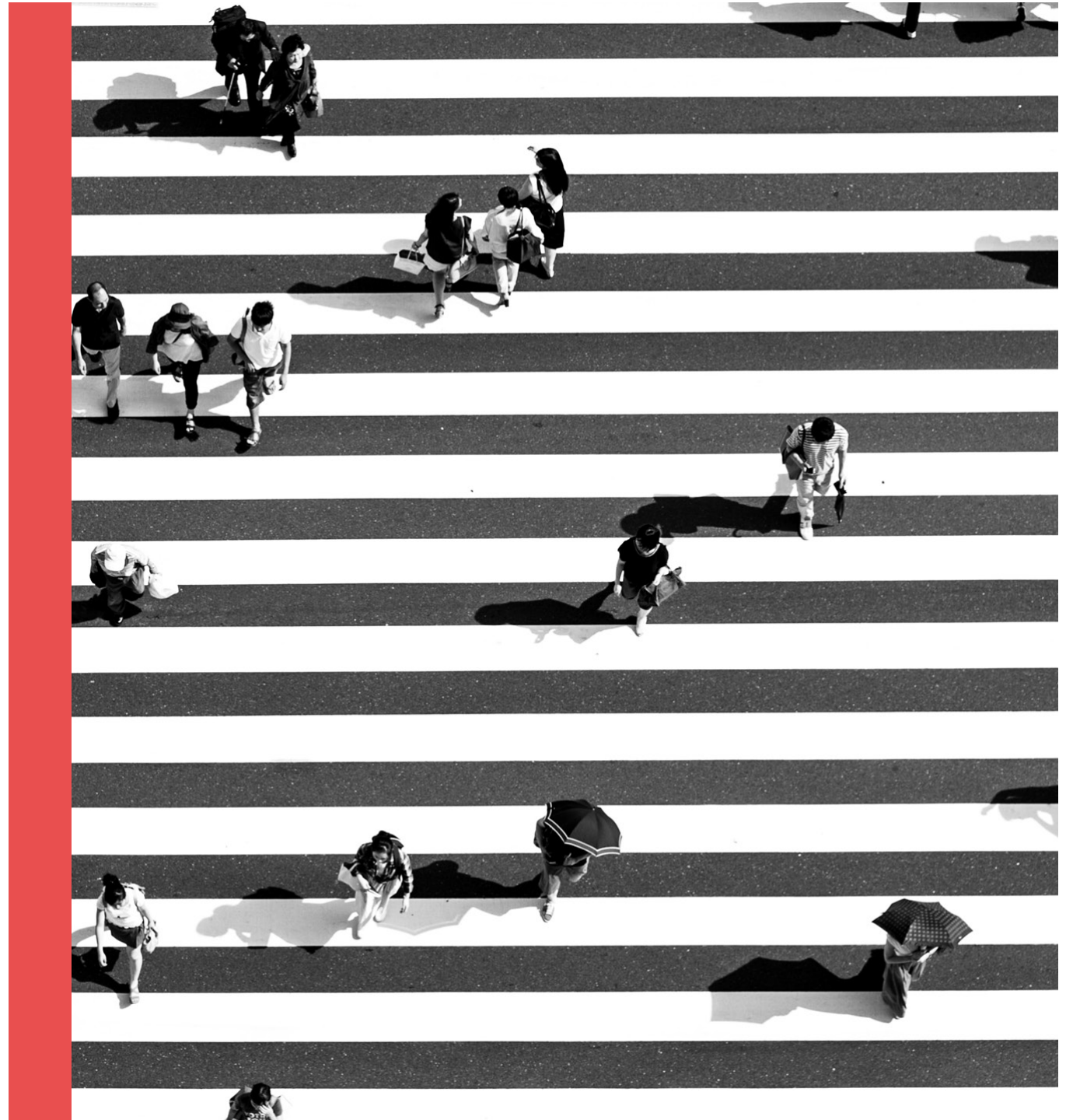
7

**PART 2: OUR PLAN FOR A
BETTER, STRONGER CULTURE**

11

**PART 3: HOW YOU CAN BRING
OUR CULTURE TO LIFE**

WHAT IS CULTURE AND WHY IS IT IMPORTANT?



What is organisational culture?

An organisation's culture is a system of attitudes about work, values, beliefs, and underlying norms. It influences and shapes our company's unique personality as The Life Company.

Why is it important?

A great culture plays a vital role in our company's success.

It makes Great Eastern a great place to work at, where everyone shares the same beliefs and works together as one.

More than that, it makes Great Eastern a company we can be proud of, and will want to share about with others. This will enable us to attract talented, like-minded people to the Great Eastern family and help the company continue to grow from strength to strength.

How can an organisation culture be brought to life?

Whenever and wherever we interact with potential colleagues and talents, use the Values, Taglines and Generic Skills Competencies* as a guide to how we think, what we say and how we act. This will enable us to create, recall and impact through a coordinated and consistent approach to impacting our environment and attracting and engaging like-minded colleagues and talents.

*Generic Skill Competencies (GSC) are the behaviours that we will like to populate through this project. The information is also categorised as competencies, as competencies, unlike behaviours, can be easily assessed, and thus, easily developed.

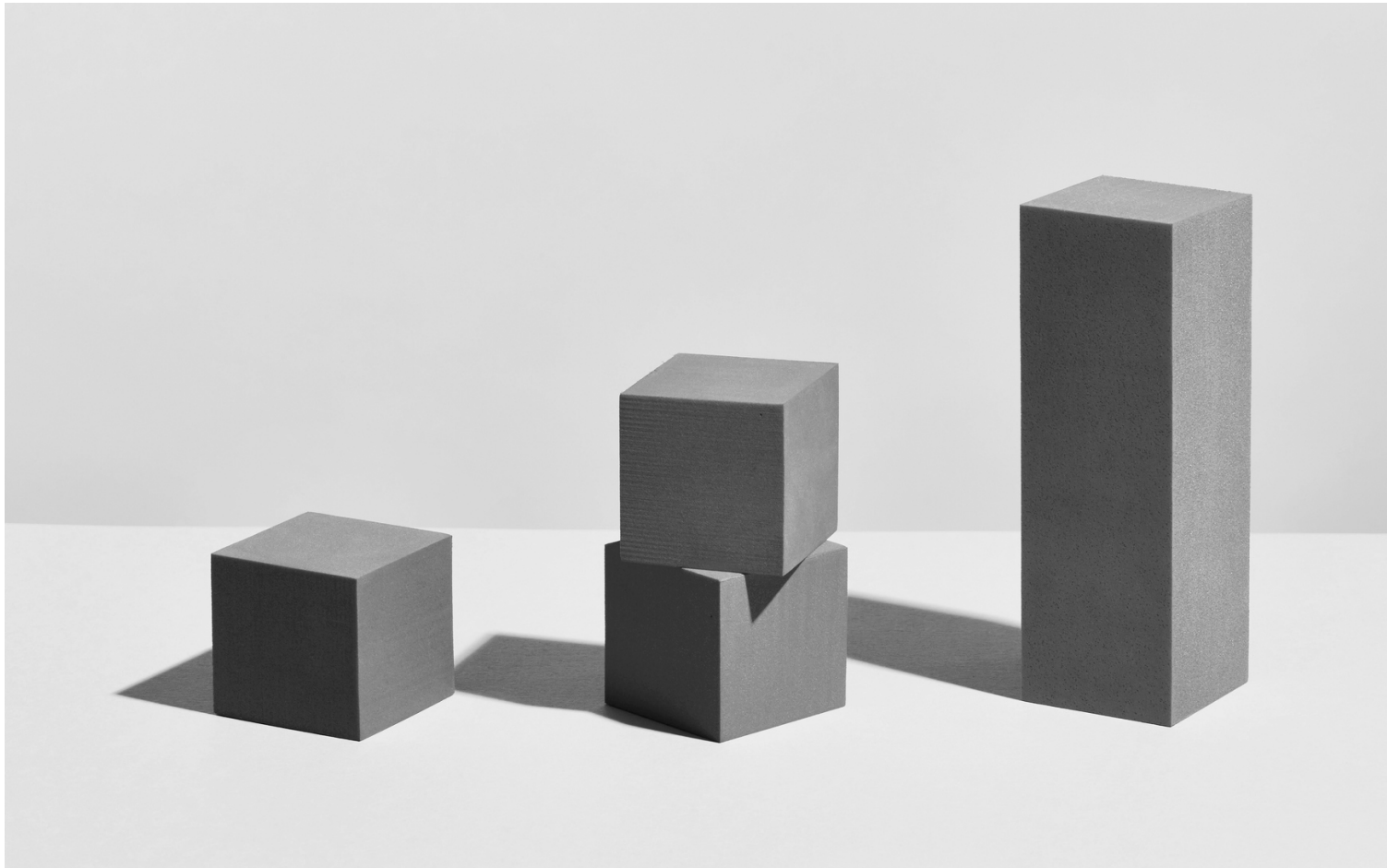


PART TWO

**OUR PLAN
FOR A
BETTER,
STRONGER
CULTURE**



BUILDING A CULTURE NEVER HAPPENS OVERNIGHT. WE PLAN TO DO IT IN THREE PHASES:



PHASE 1: AWARENESS

Making the change a visual one by clearly defining brand colours and making things more human through whimsical illustrations.

PHASE 2: ENABLE

Equip employees with the knowledge on how to live out our three values and expectations that stem from them.

Communicate who we are, what we stand for, and be attractive to new and existing talents.

PHASE 3: SUSTAIN

Bring culture to life across internal and external touch-points in an employee's life cycle.

Anchor all people initiatives on our three values.

Through this, we hope to:



01

Encourage a positive culture and influence hearts and minds of internal stakeholders - from a position of complacency to that of pride.

02

Clearly communicate the company values across the group and drive an employee-led ethical and cultural change.

03

Discover how we can Move Together As One, to be more Progressive and Customer-Centric.

EMBRACING CUSTOMER- CENTRICITY IS KEY.

When we embody the right behaviours*, our actions will reflect what The Life Company stands for – the commitment to deliver the best value to customers and putting them at the heart of all that we do.

*Refer to Generic Skills Competencies chart



PART THREE

**HOW YOU CAN BRING
OUR CULTURE TO LIFE**



A great culture is formed when everyone embodies the right behaviours. To do that, it begins with sharing and acting on our corporate values.

Our corporate values are the core pillars of Great Eastern's identity and principles, which guide the way we conduct ourselves and our business as The Life Company.

If we are The Life Company, what could be our most valuable asset? It's not the real estate we own, or our inventory. The lifeline that keeps us surviving and thriving is our people.
In one word: You.

Almost everything in this world can be bought. Buildings, machines, databases. What can't be bought is your integrity, your initiative, and your involvement.

Nobody can put a price tag on passion, commitment, and teamwork. Your mind and your heart are not for sale.

Which is why our company's success goes hand in hand with your own success. Which is why this year, and in the coming years, we will be bringing you a series of programmes that will enable you, and our company, to succeed beyond our wildest dreams.

There are just three words that define each and every one of our actions: Integrity, Initiative, and Involvement. Put more simply, we will:
Do The Right Thing,
Take The Lead,
Choose We Over Me.

If we act with these three things in our minds, our actions will always be favourable to our customers, our company, and to us as individuals.

Three words, three phrases, one vision.
A more successful you.

Because we are the "Built Around Our Customers" company.
We are The Life Company.

**A GREAT
CULTURE
STARTS
WITH YOU.**



WATCH THE VIDEO



Introducing our three simple, but fundamental, 'I's.*

INTEGRITY, **INITIATIVE,** **INVOLVEMENT.**



In other words –

DO THE RIGHT THING, **TAKE THE LEAD,** **‘WE’ OVER ‘ME’.**

*For GETB, please refer to the appendix for the mapping of group values to GETB's values

**To express meaning of
each value, we chose a
tight palette of 3 colours:**

INTEGRITY

DO THE RIGHT THING

Red is the colour of courage, and integrity takes courage. It stands for an inner strength and determination. It is also a colour often used to build trust among people.

INITIATIVE

TAKE THE LEAD

Blue is the colour of inspiration, and taking the initiative is an everyday process that needs continual inspiration. It is the colour of open spaces and paints a picture of freedom of thought and intuition. This imaginativeness and perseverance is what we desire for our people to take the lead.

INVOLVEMENT

‘WE’ OVER ‘ME’

Grey is the colour of collaboration, and involvement can’t happen without it. It is commonly used to symbolise learning and growth — some of the many benefits that we believe come with teamwork.



INTE-GRITY

MEANS DOING THE RIGHT THING.

**DOING THE RIGHT THING IS
BEING ACCOUNTABLE FOR
YOURSELF, YOUR DECISIONS
AND YOUR TEAM.**

01

Hold yourself and your team accountable to deliver clear performance expectations and the best experience for customers in the right way.

02

Put your customers' interests, risk, and compliance considerations first in every decision you make.



More information on the above can be found in the Generic Skills Competencies.

**“I AM ANSWERABLE TO
MY CUSTOMERS AND
WILL HAVE THEM IN
MIND IN EVERY PROCESS
OR DECISION.”**

**“I WILL DO THE RIGHT
THING EVEN WHEN NO
ONE IS WATCHING.”**

**“I WILL UPHOLD THE
CONFIDENTIALITY
OF CUSTOMER AND
COMPANY DATA.”**

INTEGRITY

**“I WILL BE ACCOUNTABLE FOR
MY ACTIONS AND THE ACTIONS
OF MY STAFF.”**



INITI- ATIVE

MEANS TAKING THE LEAD.

01

Go above and beyond your customers' needs and uphold a culture of service excellence within the organisation.

02

Seek out your strengths and continually improve for the better of the company.

03

Help others learn and grow so they can achieve personal and professional goals.

04

Take an objective view of situations and embrace opportunities for improvement, while respecting the risk and compliance parameters.

**TAKING THE LEAD IS
WHEN YOU PROACTIVELY
DEVELOP YOUR WORK,
YOURSELF AND OTHERS.**



More information on the above can be found in the Generic Skills Competencies.

**“I WILL TAKE THE INITIATIVE
TO REVIEW EXISTING
POLICIES AND PROCESSES
FOR THE BENEFIT OF THE
END USER.”**

**“I SEEK FEEDBACK FROM
MY MANAGER REGULARLY
AND ACTIVELY EVALUATE
FEEDBACK FOR CONTINUAL
IMPROVEMENT.”**

**“I WILL EMBRACE NEW
IDEAS AND TECHNOLOGIES
TO IMPROVE EFFICIENCY
AND CREATE NEW VALUE
TO THE COMPANY AND
CUSTOMERS.”**

INITIATIVE

**“I AM ENCOURAGED TO DELIVER THE
BEST CUSTOMER EXPERIENCE WHILE
UNDERSTANDING THE RESPONSIBILITY
THAT COMES WITH IT.”**



IN- VOLVE- MENT

MEANS CHOOSING 'WE' OVER 'ME'.

01

Work collaboratively and effectively with others to achieve identified objectives together.

**CHOOSING 'WE' OVER
'ME' IS TEAMWORK**



More information on the above can be found in the Generic Skills Competencies.

**“EVEN IF I DO NOT HAVE
DIRECT INFLUENCE OVER
A PROJECT OUTCOME,
I WILL STILL TREAT IT
AS PRIORITY FOR THE
CUSTOMER’S BENEFIT.”**

**“I RESPECT THE
VIEWS OF MY TEAM
MEMBERS AND
ENCOURAGE OPEN
COMMUNICATION
SO THAT THEY CAN
SHARE THEIR IDEAS.”**

**“I WILL PUT THE
ORGANIZATION’S
OUTCOMES ABOVE MY
INDIVIDUAL KPIs.”**



INVOLVEMENT

**“I WILL BREAK DOWN BARRIERS TO
WORK TOWARDS ACHIEVING A COMMON
GOAL, AND WILL NOT TAKE ON A
SILO MENTALITY.”**

**THREE WORDS,
THREE PHRASES,
ONE VISION.**

As you interact with colleagues, talents or customers, use the values, what they mean, and their behaviours to guide your thoughts and actions.

This will enable us to create, recall, and impact our environment in a coordinated and consistent way. It will also attract and engage like-minded colleagues and talents.

QUESTIONS?

**Contact your HR
Representative and
we'll be right with
you on the answers.**