



# Great Performance

Amidst many changes in the life insurance industry, Great Eastern stands out as a financially strong and stable brand. Currently into its second century, it is the most established life insurance company in Singapore and Malaysia with \$51 billion in assets and 3.8 million policyholders.



# Greater Heights

**Shenile Teo, Great Eastern's first female Top Director, with the managers in her team.**

**Top Producer, Top Manager, Top Recruiter, and now – Great Eastern's first female Top Director.**

**Shenile Teo**, 38, is the first woman in the 102-year history of Great Eastern to clinch the coveted Top Director award. No mean feat for a lady in the male-dominated and very competitive insurance industry.

In her 16-year career in Great Eastern, Shenile has repeatedly qualified for the prestigious MDRT (Million Dollar Round Table) – 13 consecutive years – attaining life membership in 2005, as well as COT (Court of Table) twice. These are the industry's top awards honouring the world's most successful financial services practitioners not only for their sales production but also for their exceptional professional knowledge, exemplary client service and highest standards of ethical conduct.

Said Ben Tan, Head of Distribution for Great Eastern, "We are all very proud

of Shenile. She has worked hard to achieve this success and demonstrated strong leadership capabilities in building her agency progressively over the years. She is very passionate about her work and her agency team of 75 life planners share that same passion."

Commented Shenile, "This award is such an honour! I feel very fortunate to have made history by being the first female Top Director in Great Eastern. This award does not just belong to me, I share it with my entire agency. I could not have done it without the support of my team members.

"I am also grateful to Great Eastern for the excellent support all these years and for providing the opportunities for me to come this far. Agency building is important for the growth of the Company, and Great Eastern has spared no effort to ensure that we, as leaders, are able to effectively develop our agency groups to their greatest potential."

**Derec Lee**, Manager of Financial Services in Shenile's team was just as exuberant about Shenile's win. "She is a wonderful role model. Her dynamism has a very positive effect on me. She always has this sense of urgency and that challenges us to outperform ourselves."

**Remus Lim**, Top Associate Manager, added, "She has built a strong culture of goal-setting in the agency. Shenile's achievement has spurred all of us to work even harder. As an agency group, we have set our target to clinch all the top managerial awards for 2010. Shenile is an ardent believer in agency building, and her vision is to produce eight directors. My personal goal is to be one of these eight within five years!"

#### Grooming Leaders

Inspired by Shenile, both Derec and Remus have opted for the Management Career Path at Great Eastern. They are now recruiting and building

their own teams of life planners. Highly structured and performance-oriented, the Management Career Path allows managers like them to excel and move up the ranks rapidly, and if they work hard and perform well, to eventually attain the top rank of Agency Director.

To sharpen their management skills and help them succeed in agency building, Great Eastern's full-fledged training academy, Centre for Excellence (CfE) provides comprehensive leadership courses such as LEAD (Leadership Education and Development) and FAME (Field Agency Management Excellence). These courses focus on planning and goal-setting, recruitment strategies, training techniques, coaching skills and people management.

Clearly at Great Eastern, the stage is set for the Company and everyone in it to reach greater heights.



**With a career as a Great Eastern life planner, you're always covered.**

*Life is Great!*