

# Digital-first and purpose-driven: AIA Malaysia's new era for life planners

**KUALA LUMPUR:** In an increasingly digital world, insurance agents must cultivate strong digital competencies, embrace adaptability, and leverage online communication platforms to navigate emerging challenges and shift public perception away from outdated stereotypes rooted in traditional face-to-face interactions.

Recognising these challenges, AIA Malaysia launched the AIA Elite Academy (AEA) in 2018 – an exclusive, first-of-its-kind talent development programme aimed at cultivating a new generation of high-performing insurance agents, known as AIA Life Planners in AIA.

The programme features a time-tested syllabus, best-in-class training, and the essential tools and skill sets to help Life Planners grow professionally and thrive as successful entrepreneurs.

AIA Malaysia chief executive officer Ben Ng said the company has continuously enhanced the programme over the past seven years to make it more attractive and relevant to the times, with the ultimate goal of inspiring Life Planners to build lasting careers with AIA by fostering long-term engagement and professional growth.

Hence, this year, AIA has introduced Elite 2.0 and Elite Premier Leader (EPL) 2.0 – enhanced programmes focusing on stronger income opportunities and advanced

business development skills.

Ng said Elite 2.0 is designed for fresh graduates to kick-start their careers with start-up capital support, while empowering them to build a sustainable income through commissions and bonuses.

"Elite 2.0 is also tailored for career switchers, senior management professionals, and established business owners – offering an industry-leading start-up capital of up to 150 per cent of annual income and monthly income matching of up to RM100,000," he said in a recent group interview.

Meanwhile, Ng said EPL 2.0 is crafted for individuals ready to lead teams, accelerating their leadership journey with sustainable income and advanced opportunities within 24 months, with the aim of building a lasting and impactful business.

"We understand that the traditional view of insurance agents is often linked to outdated methods and limited growth.

"At AIA, we have completely redefined that narrative," he said.

Commenting on the latest initiatives, AIA chief agency distribution officer Leong Chee Soong said Elite 2.0 is also ideal for those exploring new career paths, as it offers comprehensive training, mentorship, and digital tools to build a strong foundation.

AIA Life Planners are also equipped with the skills to grow their business confidently and deliver real value to clients.

Leong further explained that the EPL 2.0 programme targets emerging leaders who are ready to scale their teams.

The programme focuses on advanced leadership development, business growth strategies, and digital enablement, while providing the tools needed to manage, expand, and inspire teams effectively.

"We emphasise income stability through structured performance management and transparent growth pathways, helping AIA Life Planners establish a career that builds income for life.

"This approach empowers them to build resilient businesses aligned with evolving market needs and personal aspirations," he said.

On the sustainability of a career in insurance, Ng said Life Planners at AIA are more than just agents, as they are trusted partners who support clients in achieving better health and financial security.

He added that AIA Life Planners are empowered to offer all-in-one solutions across every life stage, with a diverse portfolio that includes life insurance, takaful, general insurance, the private retirement scheme, mortgage protection, and corporate solutions, making them a one-stop solution for clients. — Bernama



Ng and Leong Chee Soong during an interview recently. — Bernama photo