



NEW BUSINESS DEVELOPMENT

TOPIC 4: PARTNERSHIP STRUCTURE

 Learning Time: 2 minutes



**ROLES &
RESPONSIBILITIES**



**PARTNERSHIP
STRUCTURE**



PARTNERSHIP STRUCTURE

An effective partnership structure is essential to a successful partnership execution.

Click each aspect to learn more.



**ROLES &
RESPONSIBILITIES**



**PARTNERSHIP
STRUCTURE – EXAMPLE**





ROLES & RESPONSIBILITIES

Roles and responsibilities of each party should be clearly and formally understood at initiation and should be regularly affirmed throughout the term of the partnership.

Click each party to learn more.





ROLES & RESPONSIBILITIES

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Click each party to learn more.

BUSINESS UNITS



- Accountable for business planning and performance tracking
- Manage and collaborate with partners under a joint governance on smooth execution of the business
- Own the development of products, underwriting and facilitate servicing
- Responsible for program delivery of agreed business models
- Deliver local technology, business, and people capabilities





ROLES & RESPONSIBILITIES

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Click each party to learn more.



PARTNERS



- Own customer base and sales distribution
- Drive bancassurance business to meet and exceed expectations of Distribution Agreement
- Commit internal technology, business, and people capabilities



ROLES & RESPONSIBILITIES

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Click each party to learn more.



AIA GROUP



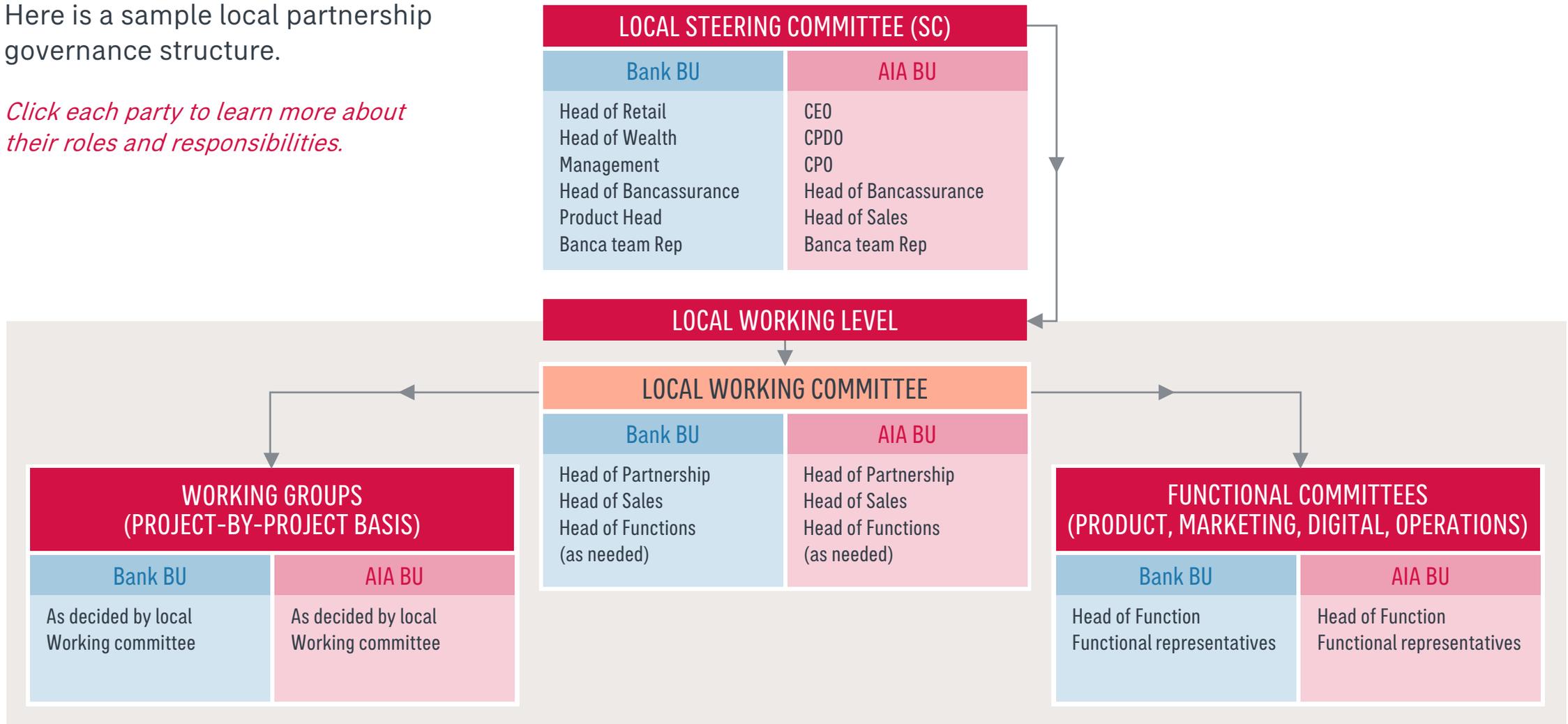
- Provide guidance on “as-needed” basis
- Deploy assets in line with BU resource needs
- Deploy playbooks, best practices, and uphold minimum standards to business practice
- Facilitate partnership accountability



Here is a sample local partnership governance structure.

Click each party to learn more about their roles and responsibilities.

PARTNERSHIP STRUCTURE – EXAMPLE





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PARTNERSHIP STRUCTURE – EXAMPLE

Holds accountability for partnership and provides strategic guidance and decision-making

LOCAL STEERING COMMITTEE (SC)	
Bank BU	AIA BU
Head of Retail	CEO
Head of Wealth Management	CPDO
Head of Bancassurance	CPO
Product Head	Head of Bancassurance
Banca team Rep	Head of Sales
	Banca team Rep

LOCAL WORKING LEVEL

LOCAL WORKING COMMITTEE	
Bank BU	AIA BU
Head of Partnership	Head of Partnership
Head of Sales	Head of Sales
Head of Functions (as needed)	Head of Functions (as needed)

WORKING GROUPS (PROJECT-BY-PROJECT BASIS)	
Bank BU	AIA BU
As decided by local Working committee	As decided by local Working committee

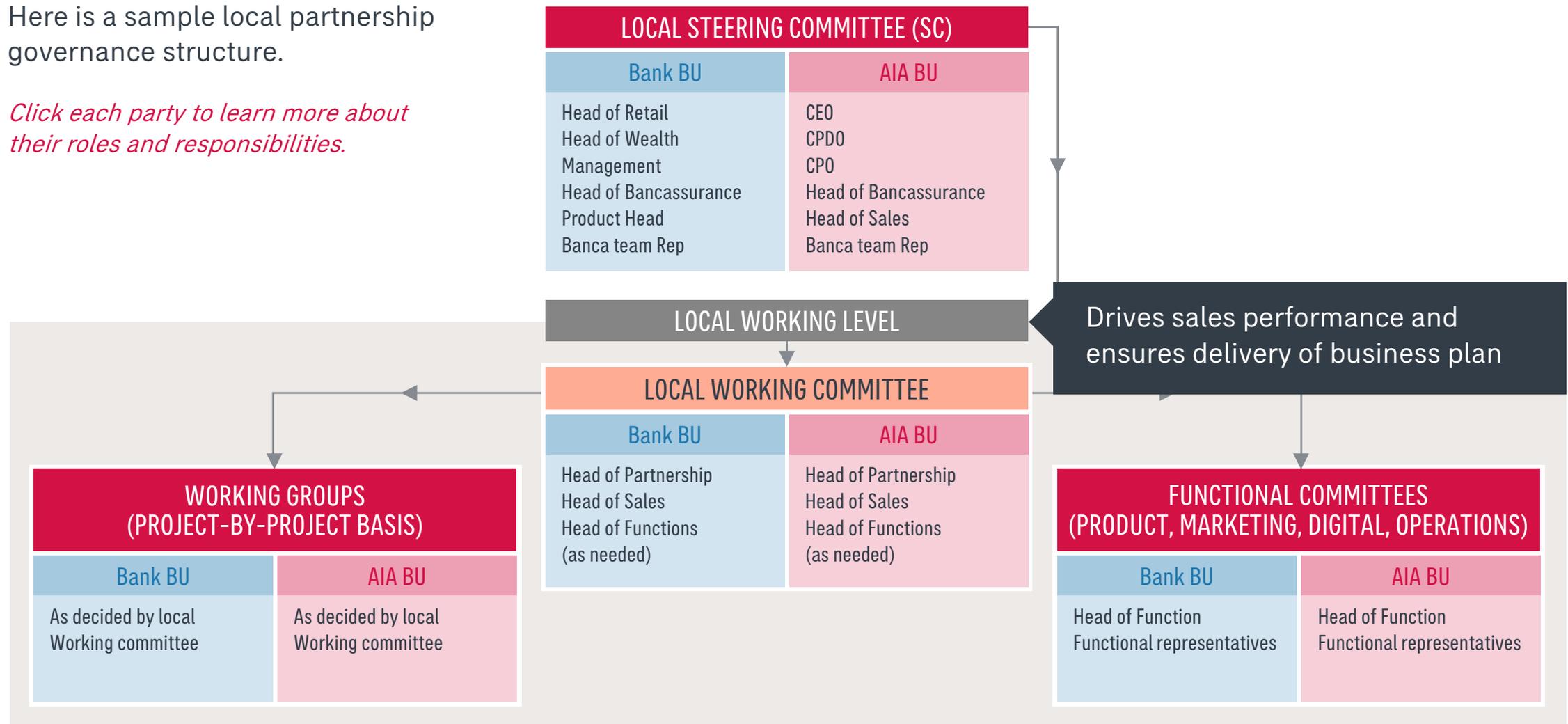
FUNCTIONAL COMMITTEES (PRODUCT, MARKETING, DIGITAL, OPERATIONS)	
Bank BU	AIA BU
Head of Function	Head of Function
Functional representatives	Functional representatives



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Click each party to learn more about their roles and responsibilities.

PARTNERSHIP STRUCTURE – EXAMPLE

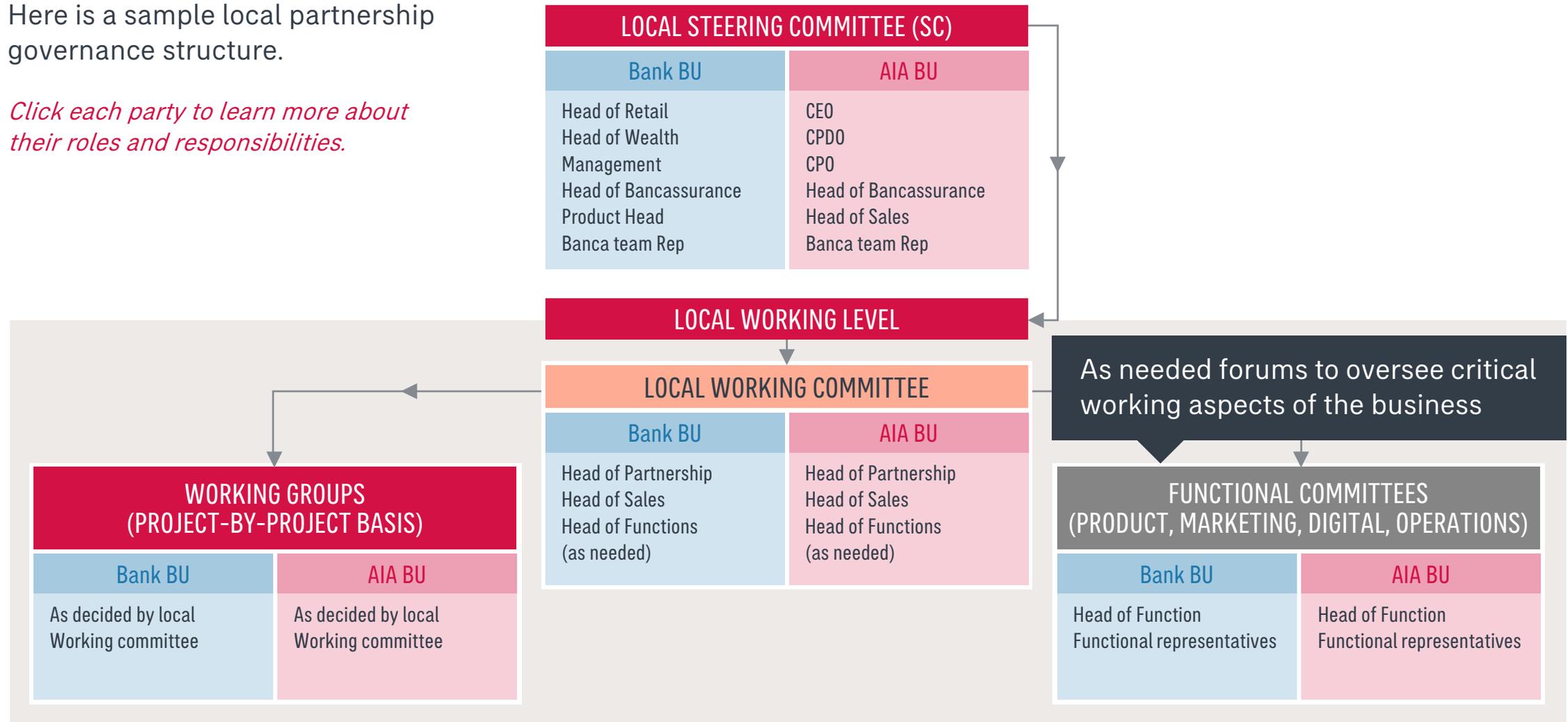




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