NEW BUSINESS DEVELOPMENT

TOPIC 4: PARTNERSHIP STRUCTURE

Learning Time: 2 minutes

ROLES & RESPONSIBILITIES

PARTNERSHIP STRUCTURE

NEW BUSINESS DEVELOPMENT

HEALTHIER, LONGER, BETTER LIVES

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.

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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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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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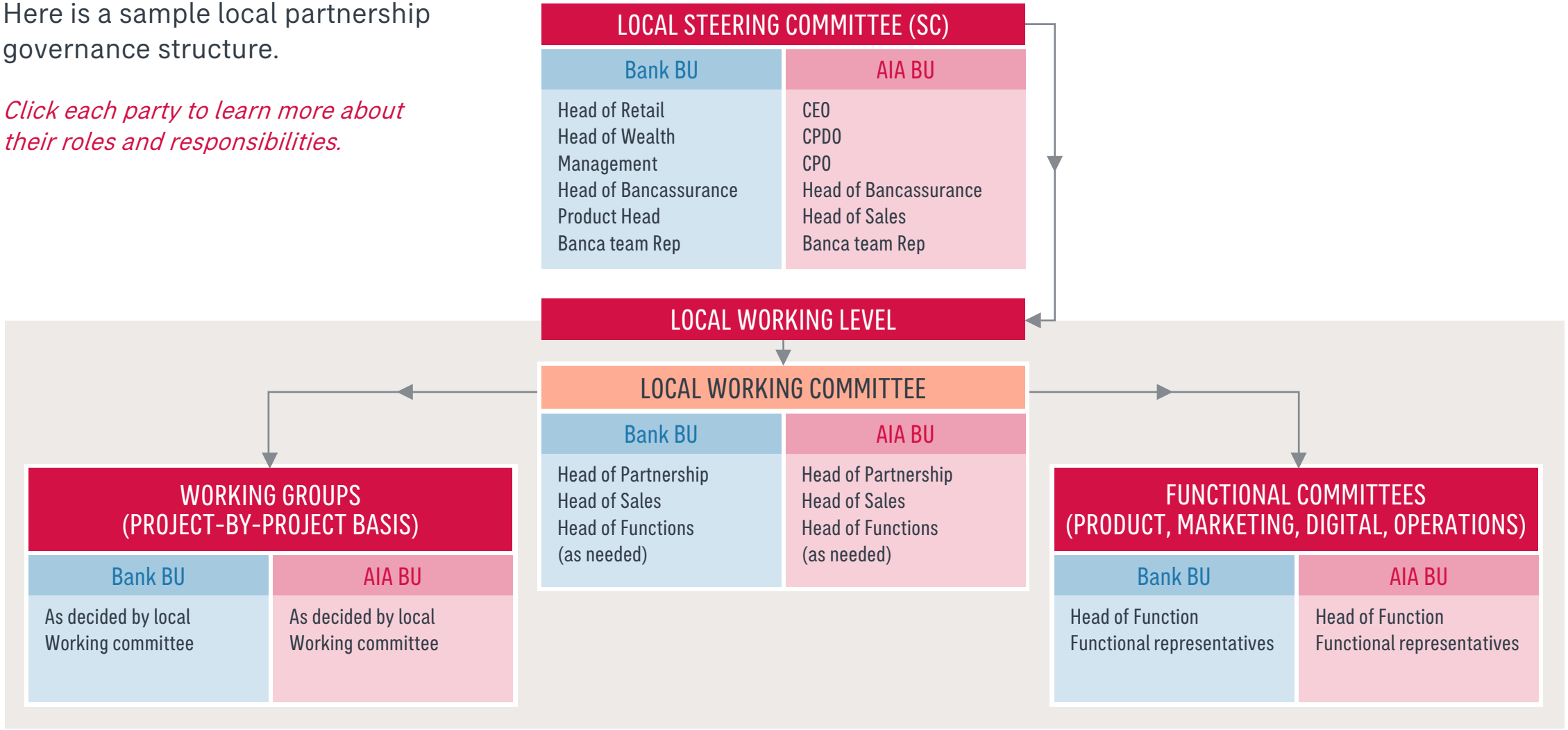
AIA GROUP

- 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

PARTNERSHIP STRUCTURE – EXAMPLE

Here is a sample local partnership governance structure.

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



Refer to the Playbook to view more partnership structures.

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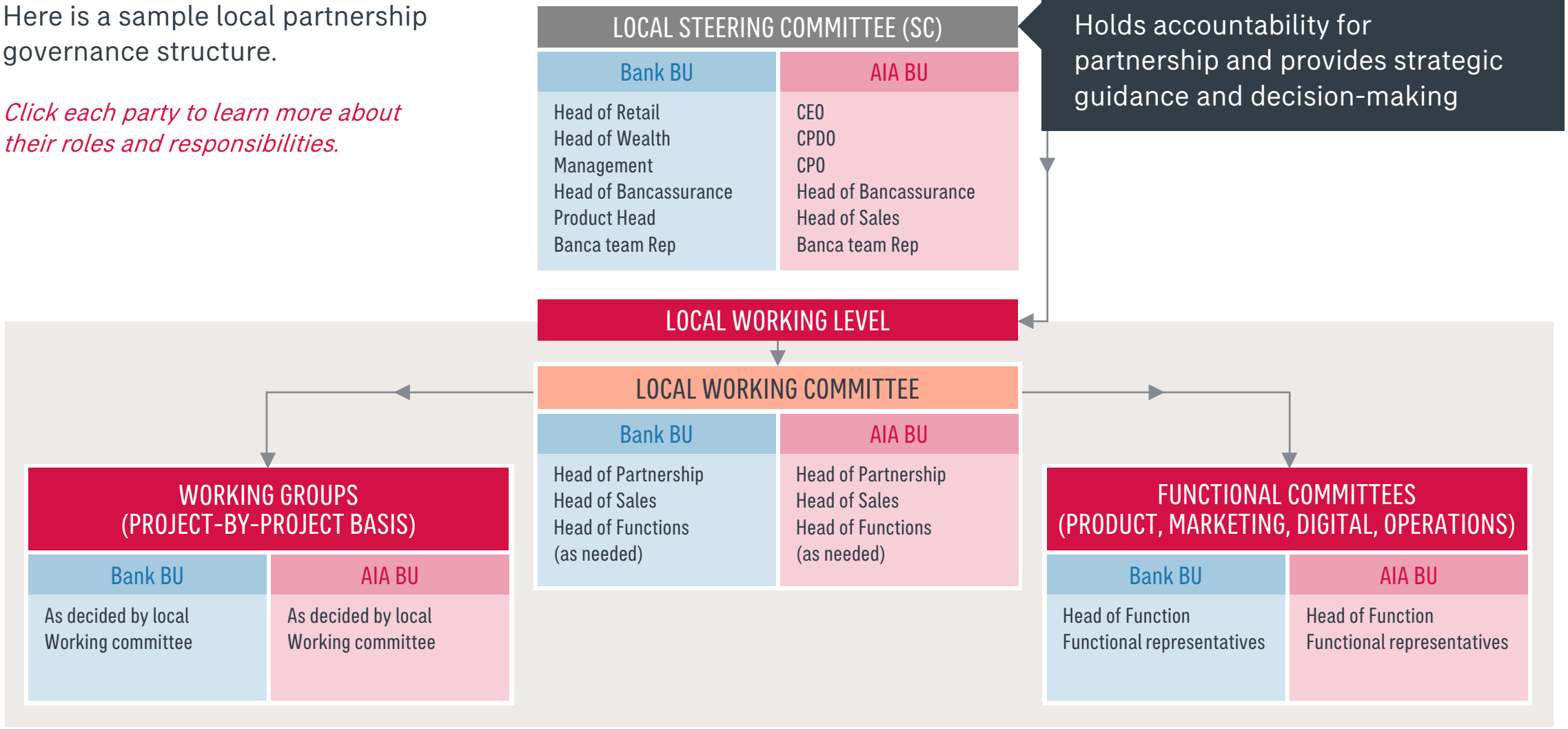

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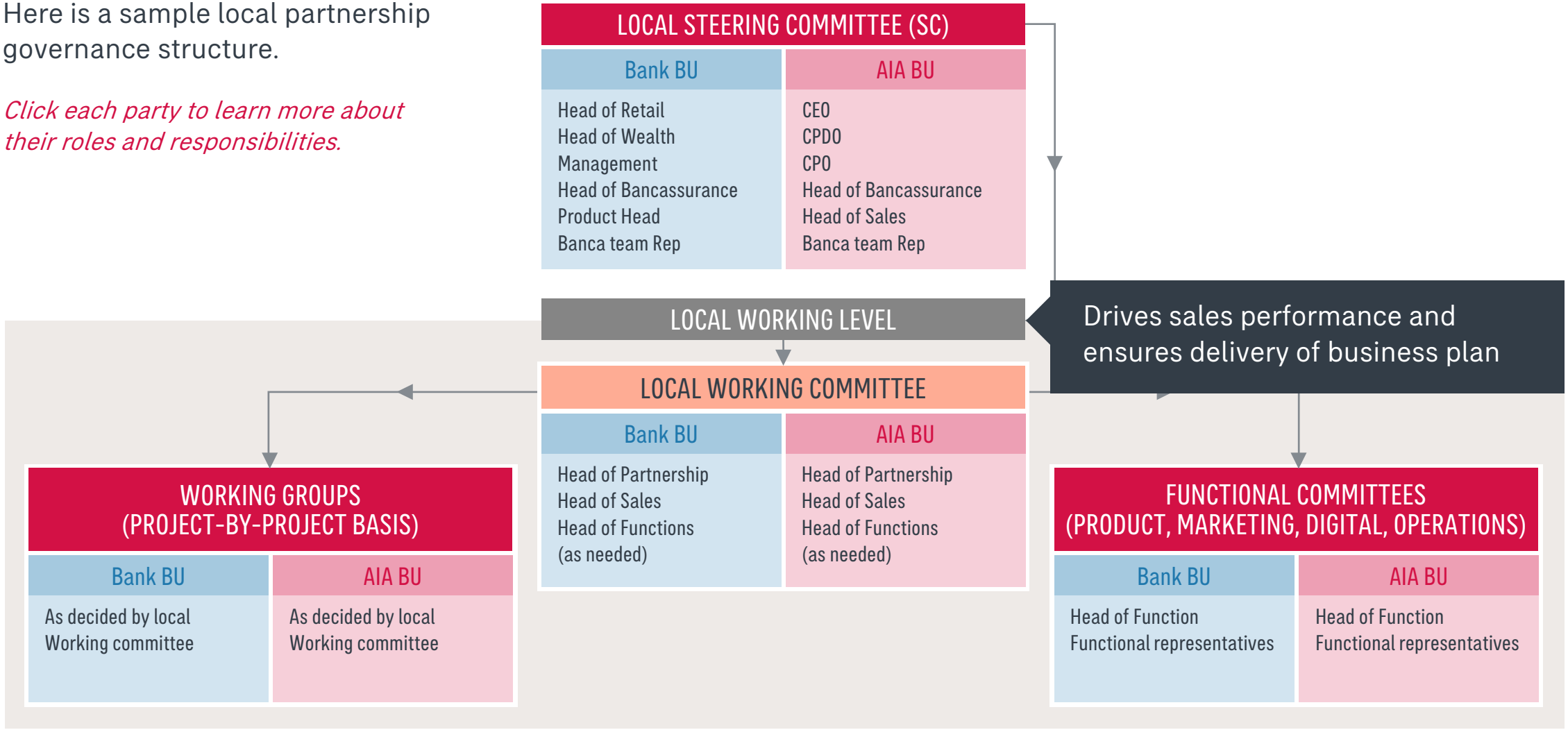

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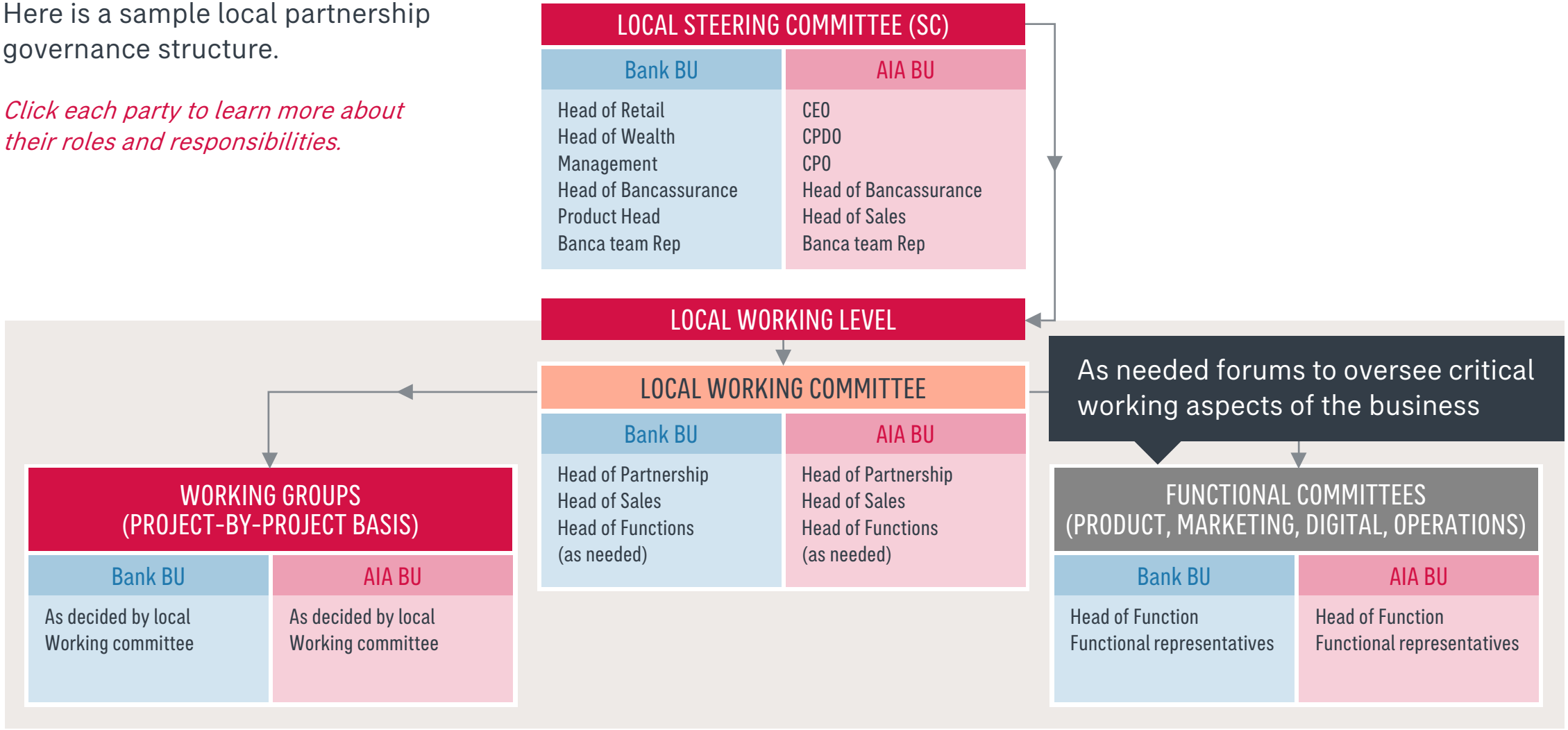

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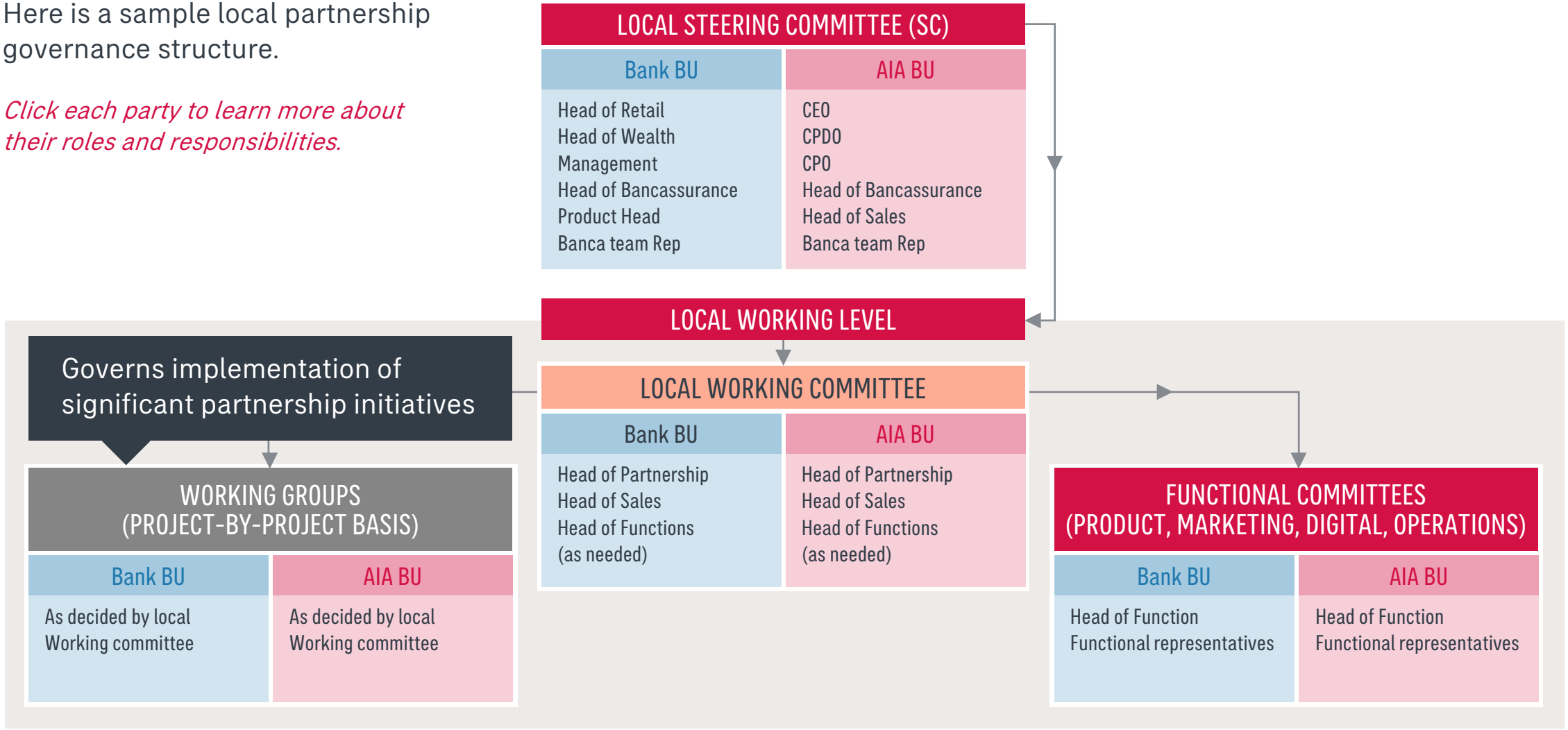

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