

# Your greatest opportunity at Union Assurance

## Union Assurance Empowers Its Employees

Against the backdrop of the economic crisis, it is imperative for players in the highly competitive insurance industry to be very resilient and alert whilst also being extremely enterprising and resourceful in order to maintain and increase growth, says the General Manager - Human Resources of Union Assurance PLC (UA) Brigadier Rohan Jayasinghe.

It goes without saying that getting to the top and staying there is virtually impossible if your people aren't with you, and at UA this certainly isn't a problem since the employees are with the company all the way, says Jayasinghe, thanks to its "great place to work" approach. "We believe that our employees are our most

valued asset. It goes without saying that the success of the company is directly attributed to them - hence, their importance," he asserts. Fortunately, he adds, UA has a unique culture which has been created, fostered and fine-tuned over a period of time on a regular basis. Jayasinghe explains that as a result of this approach, the company has been able to attract many "top guns" and function in conjunction with its vision and mission statements.

"We believe that the employee has to be provided with a rewarding career. What we provide at UA certainly isn't a job opportunity; it is a total career," says Jayasinghe. To reinforce this, UA provides structured training, development and necessary exposure from the very inception.

Jayasinghe elaborates: "We strive to maintain the philosophy of UA being a great place to work. We believe that creating a great place to work is simply the right thing to do. We put people at the centre of the operating model and allow them to progress."

Another crucial aspect in the HR realm at UA is the performance appraisal system. The company strictly follows a performance-based assessment system and the strategy is communicated to all stakeholders, with every member expected to endeavour to achieve their individual goals - and in turn, corporate goals.

Performance alone doesn't quite cut it, though. As Jayasinghe points out, a positive attitude is "the most vital ingredient - without which an employee becomes a non-value adding commodity, to coin a phrase!"

When it comes to staff empowerment, as part of its strategy UA has taken great strides with regard to IT infrastructure and facilities and possesses a fully-equipped in-house training facility with dedicated in-house trainers.

UA also encourages its staff to pursue higher educational programmes and assists them via a professional examinations assistance scheme. Transparency - a hallmark at UA - is ensured in all aspects, especially via communications.

According to Asst. General Manager - Training & Development Saranjith Godagama, UA has a sales force that comprises over 3,000 personnel. "We are committed to moulding practicing professionals on the 3Cs - character, development, competencies development and culture - to give the best to our customers whilst safeguarding the company's interest and uplifting their personal and professional life," he affirms.

## Union Assurance top achievers to attend MDRT in USA



Million Dollar Round Table (MDRT) includes the world's most successful insurance and financial services professionals. Attending the MDRT is the dream of any life insurance advisor as a life and career-changing event, since it gives them the opportunity to network with other successful producers and hear from the world's most prominent speakers. Two top achievers of Union Assurance Life sales force were qualified to attend the prestigious MDRT (Million

Dollar Round Table) in the USA. The MDRT Annual Meeting is themed "READY, SET GO!" The MDRT qualifying achievers were recognized at the recently concluded award ceremony held at waters Edge.

## Union Assurance Awarded Superbrand status

Union Assurance, one of the leading composite insurers in Sri Lanka which has won the hearts of the public was awarded with the prestigious status of Consumer Superbrand 2009 by 'Superbrand' International. From its inception, the Union Assurance brand was perceived with the core values of ethics, integrity, transparency and corporate governance, all evolving on a caring platform. The people development and concern for stakeholders has also continued unabated. The backing that Union Assurance has from corporate giant John Keells Holdings has added impetus to the brand, in being able to blend in values and principles into its everyday operations with no compromise. The award was given in recognition of brands that have established the finest reputation in the industry and for companies that meet and exceeds customers expectations and delivers product offerings better than its competitors which customers want. The selection process was based on a two-step selection process. An independent consumer survey carried out by a market research organisation short-listed the brand. This was followed by a selection carried out by a panel consisting of 15 experts in business/industry, called the Brand Council."

## Union Assurance bags Silver at the National Business Excellence Awards 2008

Union Assurance won a Silver Award at the National Business Excellence Awards 2008, presented by the National Chamber of Commerce. This prestigious award was in recognition of the company's business practices in the areas of

knowledge integration, use of technology, business and financial sustainability, performance management, corporate governance and corporate social responsibility. "The secret of our success is our highly skilled staff who are constantly trained

in order to provide an excellent service to our customers. Their dedication and hard work has contributed towards the growing success of our company. Being awarded the Silver Award at the National Business Excellence

Awards has shed light on their efforts and the contribution they have made". Mr. Weeraratne, General Manager Marketing and Distribution-Union Assurance PLC.



Company No PQ 12  
Union Assurance Centre, No. 20, St. Michael's Road, Colombo 3, Sri Lanka.  
Telephone: (+94)11 2428000, (+94)11 2428428  
Fax: Marketing: (+94)11 2344187, General Insurance: (+94)11 2343065, (+94)11 2347701, Finance: (+94)11 2343095  
Life: (+94)11 2438165, Associate Companies & Credit: (+94)11 2344185  
E-mail: unionassurance@ualink.lk Website: www.ualink.lk

## You are promoted!

In appreciation of your excellent performance in your tenure as a professional in your chosen field, it gives us great pleasure to promote you to the prestigious position of being your own boss as a Life Insurance Advisor. You will be part of a company that has been a trailblazer in the insurance industry for over 20 years and the winner of many coveted local and international business awards. Your new position entails numerous benefits. You will hereby determine your own working hours and remuneration. We believe in performance, and we will empower you to greater heights. Your future will be in your hands as you embark on a new career as a Life Insurance Advisor with Union Assurance. You will be a part of an elite force, offering protection, retirement and investment solutions to people when they need it the most. The positive economic forecast and an ageing yet wealthy population offers an unprecedented market opportunity for you to do so. This opportunity is available in any of our strategically located branches island wide.

If you accept this promotion, please call Madushan on 0772240383 or send an email to careers@ualink.lk for an appointment.

Yours sincerely,

*Rohan Jayasinghe*  
Rohan Jayasinghe  
General Manager - HR - Union Assurance PLC



Union Assurance also wins SAFA Insurance Sector award

## Union Assurance bags top award at ICASL awards

This year's ICASL's Annual Report awards saw premier insurance company Union Assurance PLC accorded the overall winner's award in this prestigious awards ceremony which is the benchmark for performance indicators and compliance in listed companies in Sri Lanka. Union Assurance PLC, comes under the umbrella of John Keells Holdings PLC. The annual report which

underlined the theme 'Focus - the man who wins is the man who thinks he can' spelled out the unrelenting focus that Union Assurance has continued to display in its business practices since inception.

## Union Assurance wins Coveted ACCA Sustainability Reporting Award

Union Assurance PLC a leading force in the insurance industry recently won the most coveted ACCA Sustainability Reporting award for the second consecutive year in the medium scale category. This award highlights the emphasis

that Union Assurance places on accountability, integrity and transparency in dealing with its stakeholders. The Union Assurance Annual Reporting has gained many a recognition both locally and internationally from leading professional

bodies, for its transparency, management commentary and good governance. ACCA has promoted a greater transparency in reporting of organisations' social and environmental impacts for over fifteen years.



## Union Assurance once again bring honor to Sri Lanka

Competes against some of the largest and well established companies from the South Asian region

Is the first insurer in Sri Lanka to win the overall award

Union Assurance PLC (UA) has now firmly etched itself into the annals of the annual South Asian Federation of Accountants (SAFA) Awards by once again winning the Overall Award for Best Presented Accounts, which is the apex accolade at the awards ceremony, held in New Delhi this year. CEO of Union Assurance PLC, Armarathnam Jayasinghe, received the SAFA Award, which is considered a benchmark among companies in the South Asian Region. Being one of the foremost insurers in Sri Lanka, Union Assurance also received its accolade for the first time by winning the topmost award in the Insurance sector, which award was accepted by Deputy Chief Executive Dux Perera.

## Union Assurance in the forefront of life insurance

Life insurance can be best termed as a solution which is primarily designed to provide financial protection and investment opportunities. The life insurance products of Union Assurance PLC have been specifically developed to cater to the investment and financial protection needs of customers based on the various stages of their life.