

Master LinkedIn: Strategic networking for actuaries



Your LinkedIn Guides



Haylee Kerans

Marketing & Communications Manager



Leona Spencer

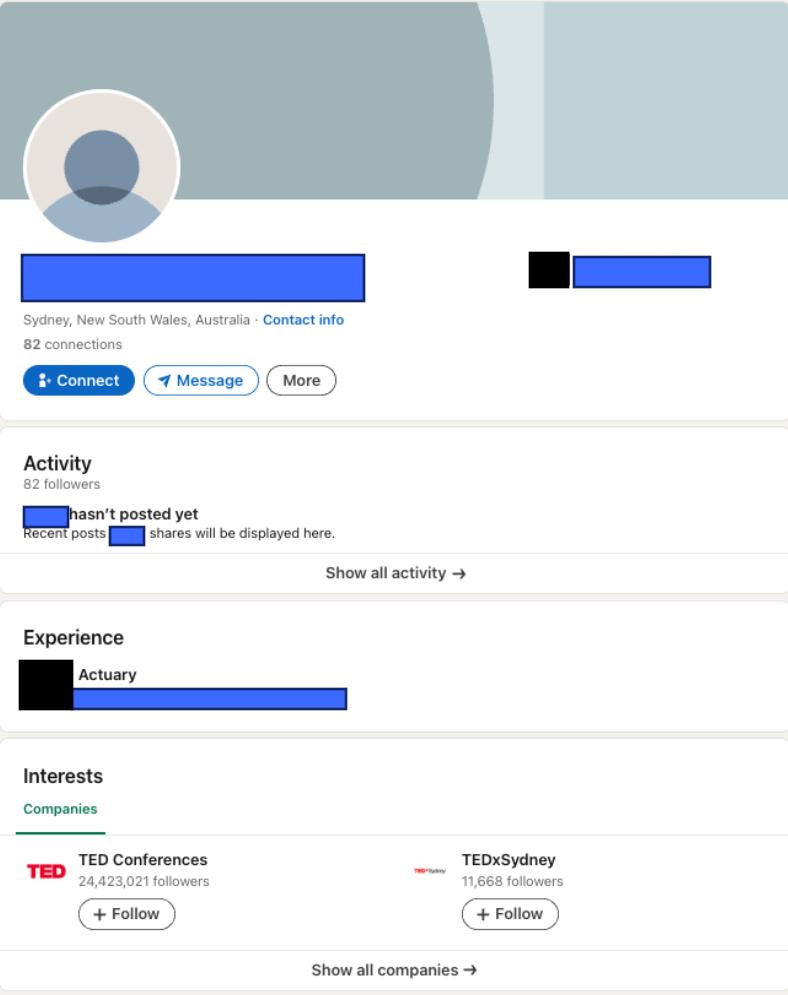
Senior Communication Specialist



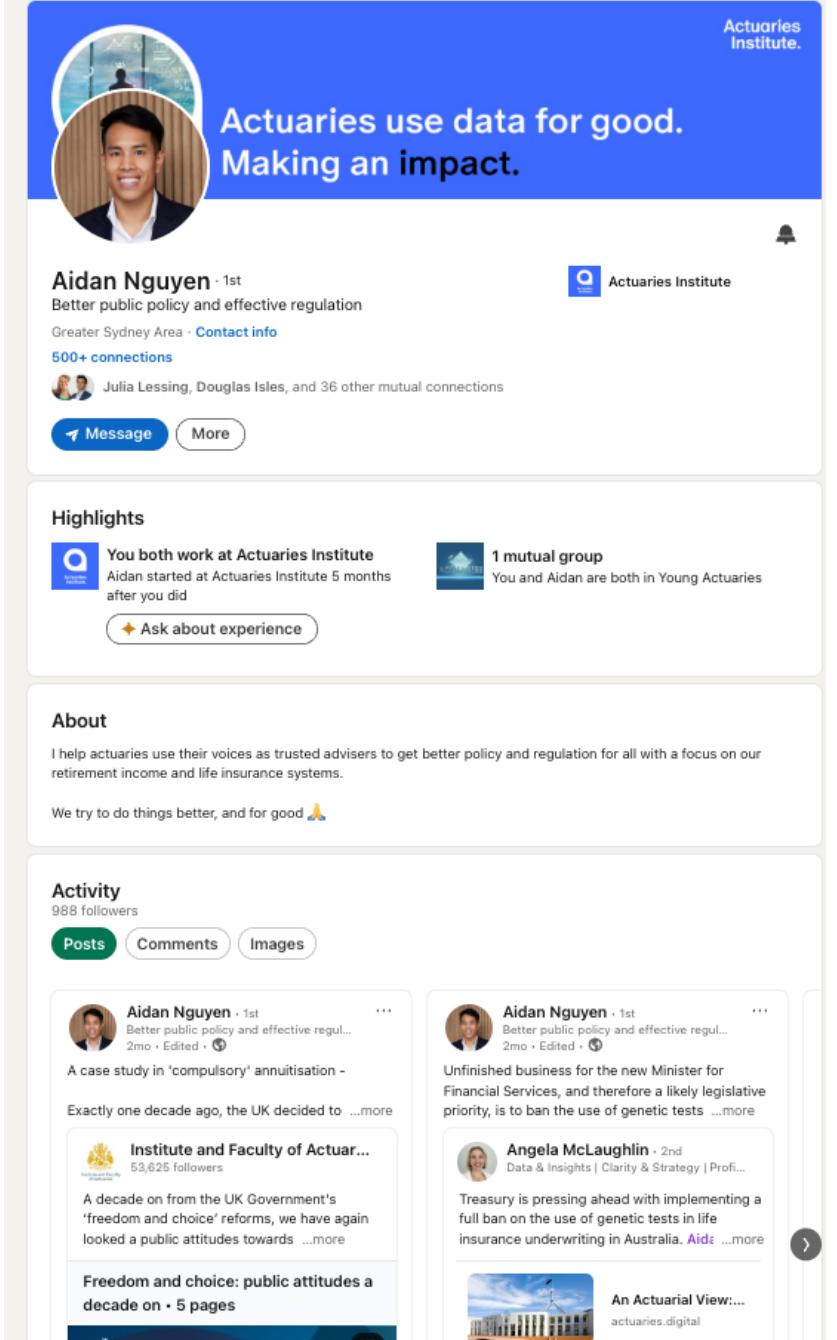
Actuaries
Institute.

Spot the difference

Which profile would you connect with?



This LinkedIn profile page is for a generic user. It features a large, abstract circular background image at the top. Below it, there's a placeholder profile picture and a blue rectangular area for contact information. The user has 82 connections and can connect, message, or view more details. The 'Activity' section shows a message stating 'hasn't posted yet'. The 'Experience' section lists 'Actuary' with a progress bar. The 'Interests' section includes links to 'TED Conferences' and 'TEDxSydney'.



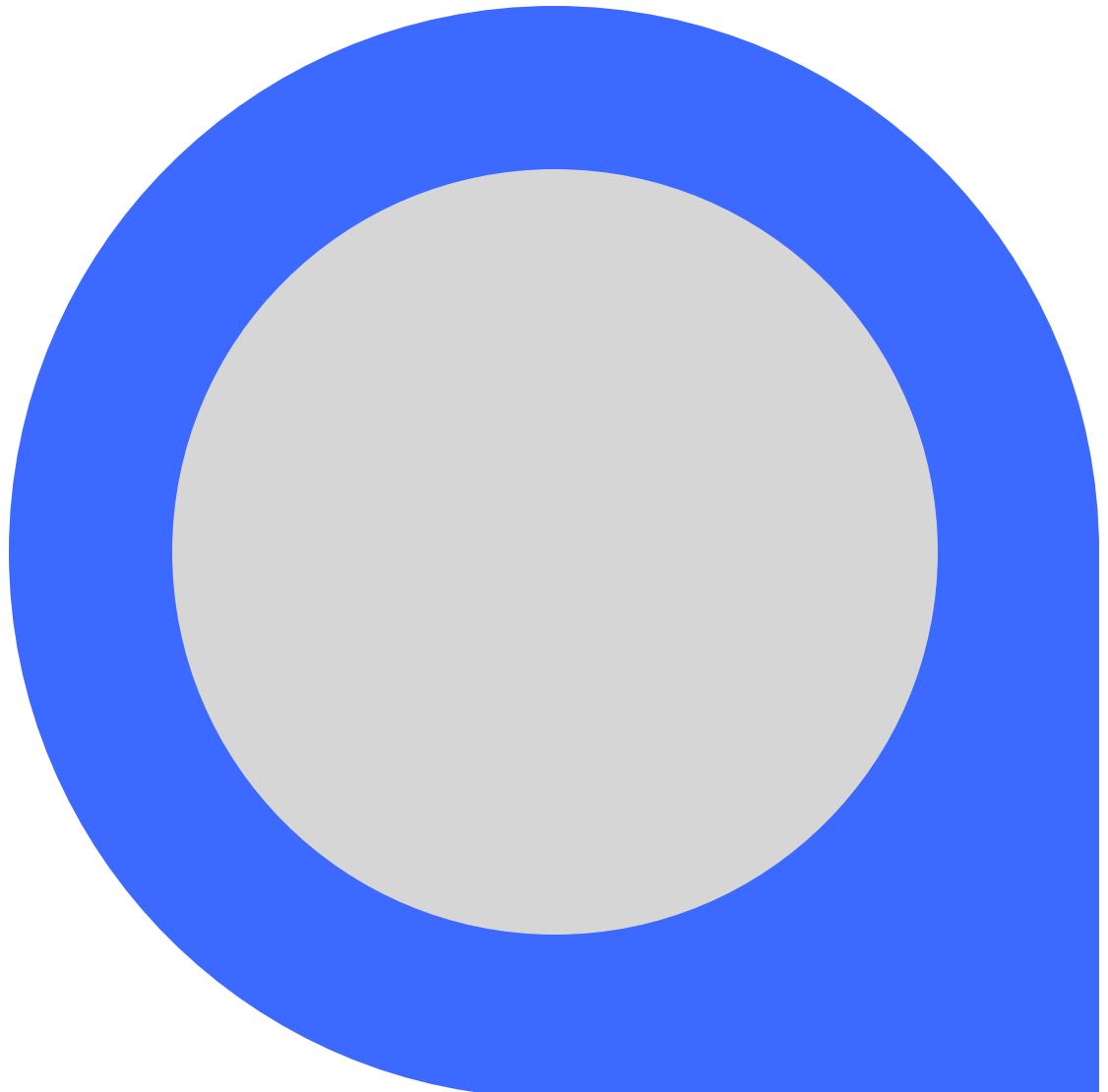
This LinkedIn profile page is for Aidan Nguyen, an actuary. At the top, there's a large circular photo of him smiling. The header reads 'Actuaries use data for good. Making an impact.' Below his photo, his name is listed with 1st, followed by 'Better public policy and effective regulation' and 'Greater Sydney Area'. He has over 500 connections and mutual connections with Julia Lessing. The 'Highlights' section shows a message from her. The 'About' section describes his work at Actuaries Institute and his goal to help actuaries use their voices. The 'Activity' section shows posts from him and others, such as a case study on annuities and a comment from the Institute and Faculty of Actuaries. The bottom section shows a post from Angela McLaughlin about genetic testing in life insurance.



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Slido Poll

How often do you currently use LinkedIn professionally?



The Actuarial Advantage on LinkedIn

What makes actuaries uniquely valuable

- **Data-driven insights** others can't provide
- **Risk assessment** across industries
- **Ethical frameworks** for AI and data use
- **Long-term thinking** in short-term world
- **Cross-industry expertise** (climate, AI, crypto, fintech)

Actuaries see and shape the future...
but only if people know we exist.



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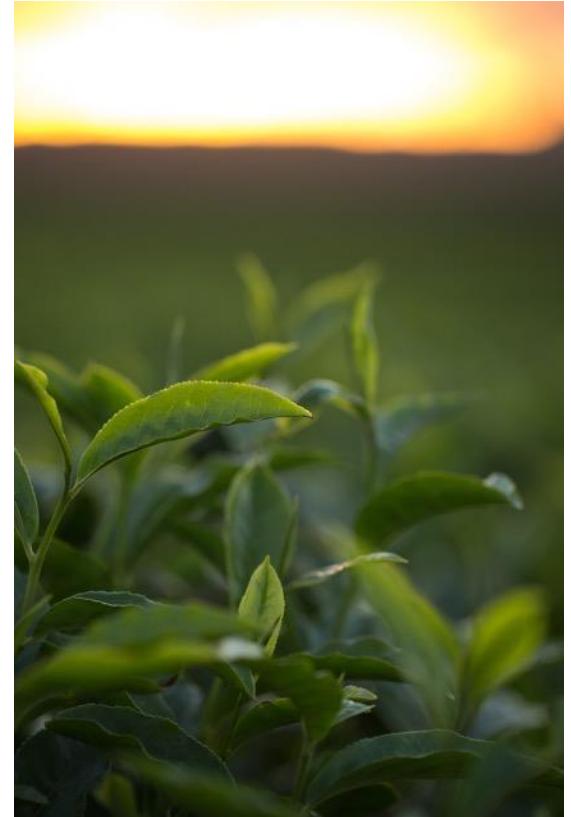
Point one
Point one



Point two
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Point three
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Point four
Point four

Page heading



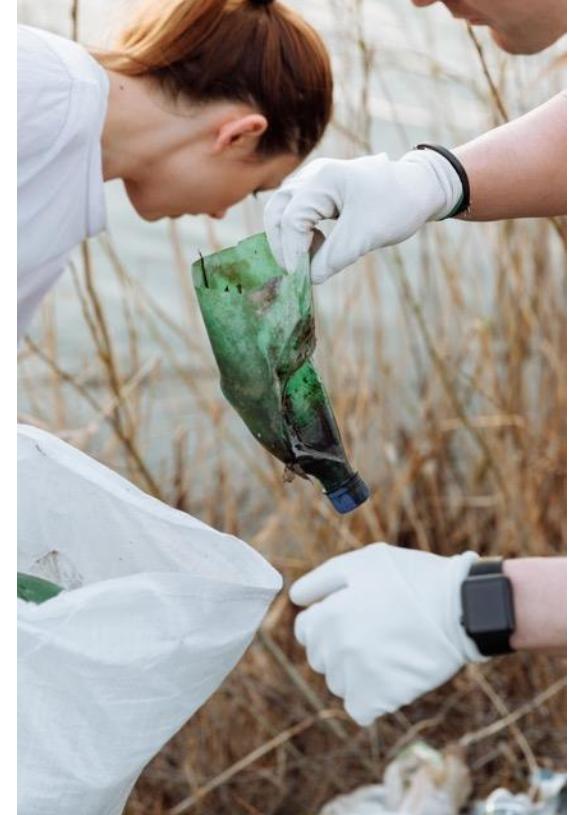
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Title



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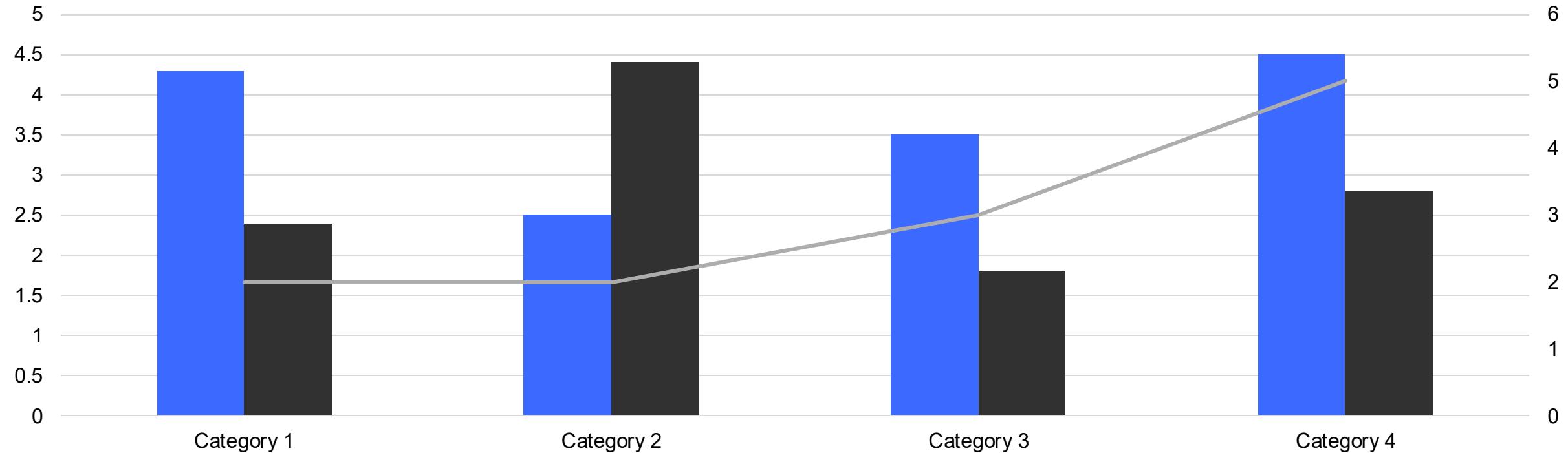
The Actuaries Institute acknowledges the traditional custodians of the lands and waters where we live and work, travel, and trade. We pay our respect to the members of those communities, Elders past and present, and recognise and celebrate their continuing custodianship and culture.



Bar and line

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Chart Title



● Lorem Ipsum

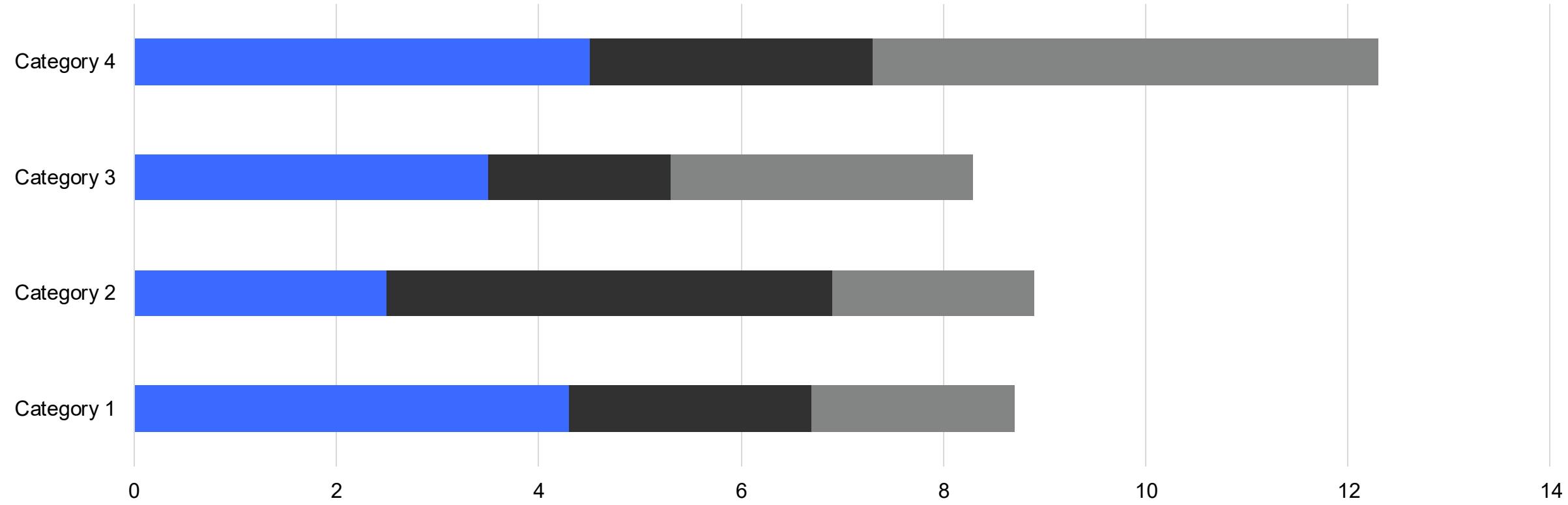
● Lorem Ipsum

● Lorem Ipsum

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Chart Title



Lorem Ipsum



Lorem Ipsum

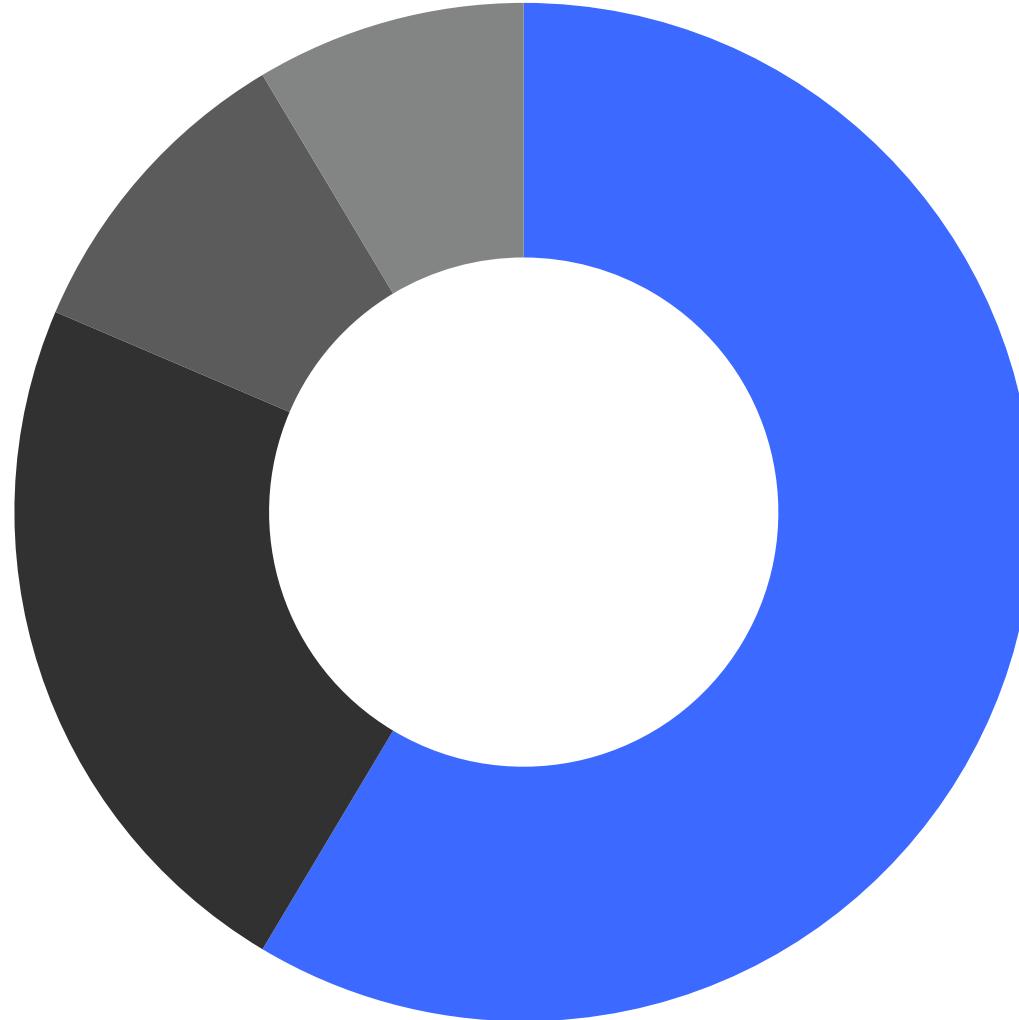


Lorem Ipsum

Pie

Chart Title

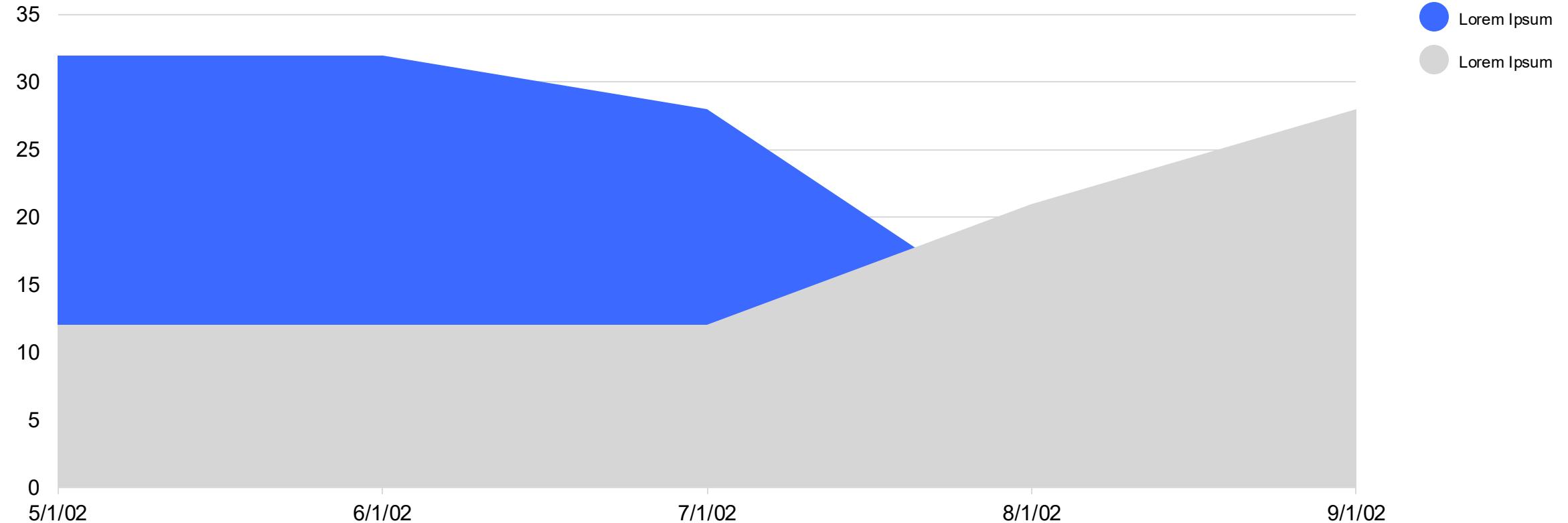
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Area

Chart Title



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Table

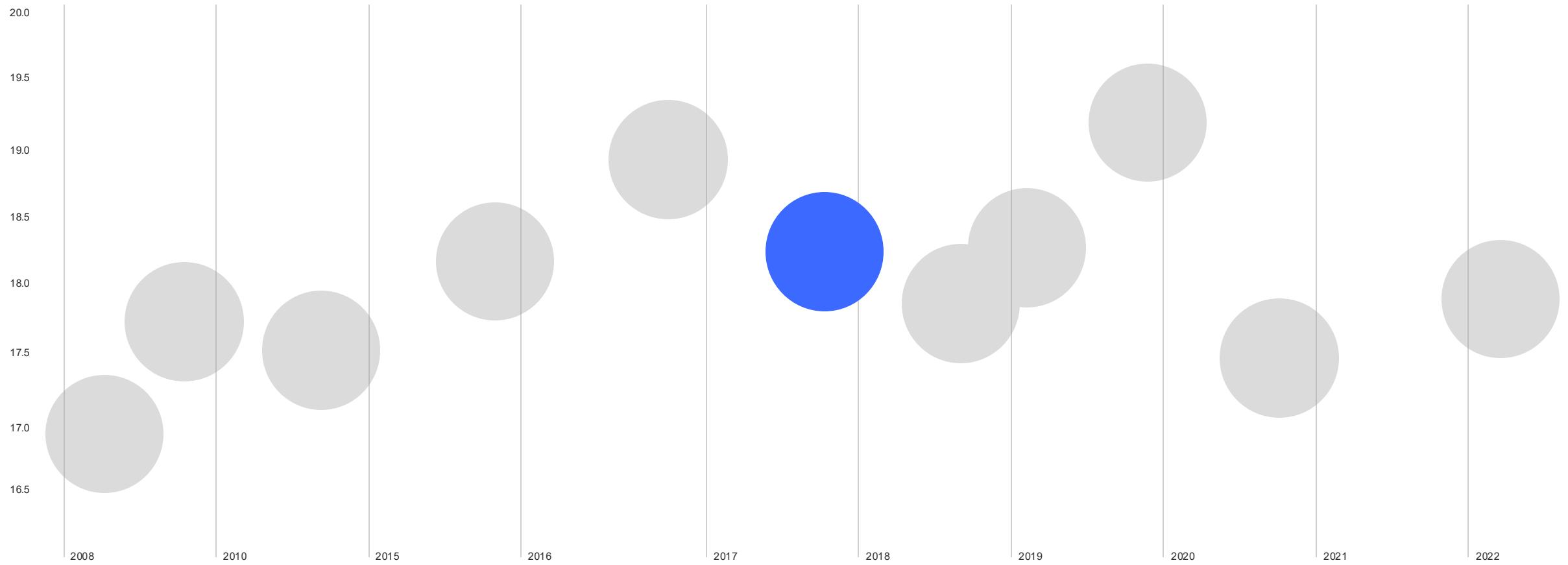
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6.3 Health and disability

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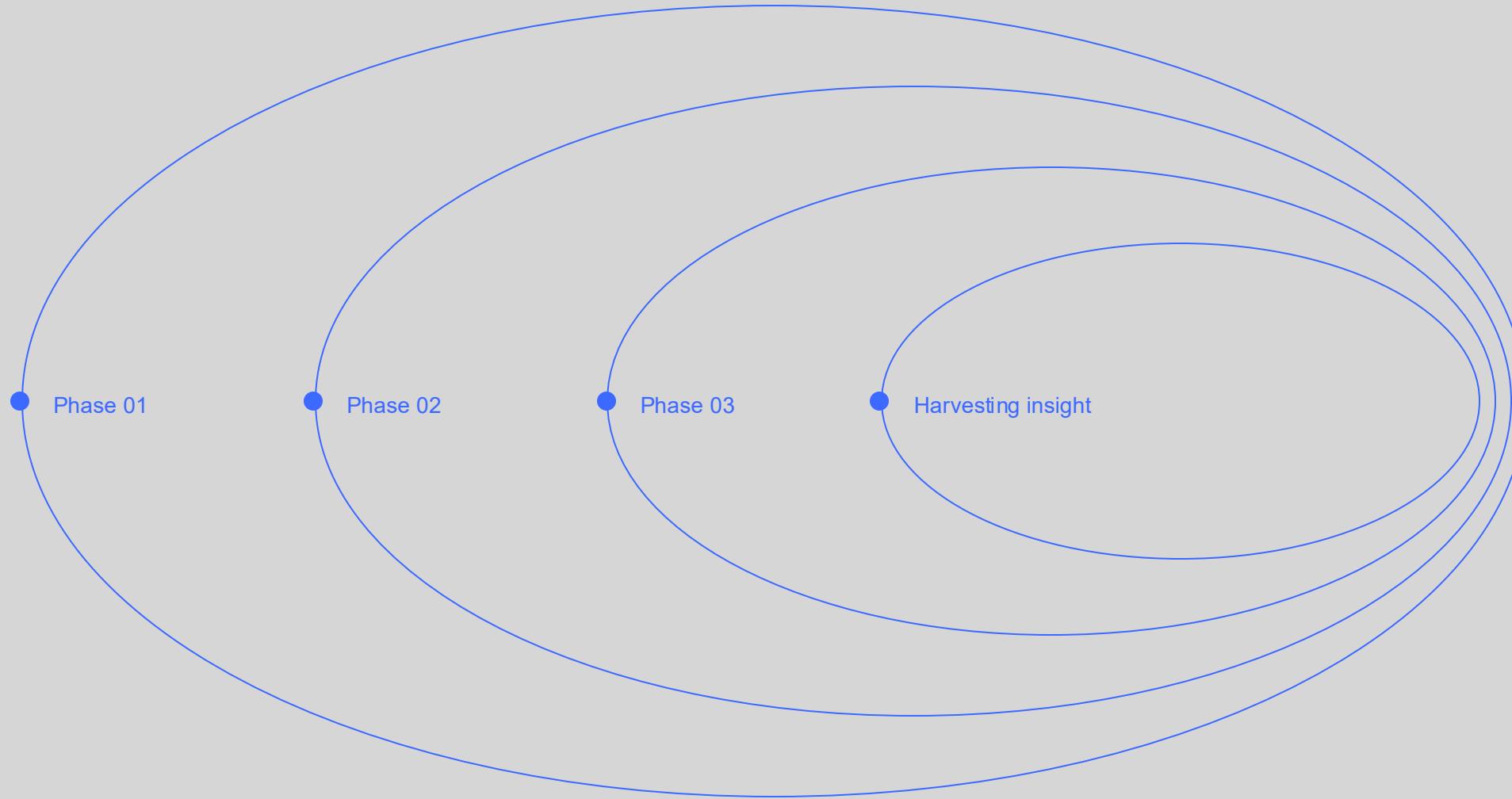
Number of social housing dwellings
per 1,000 people over time



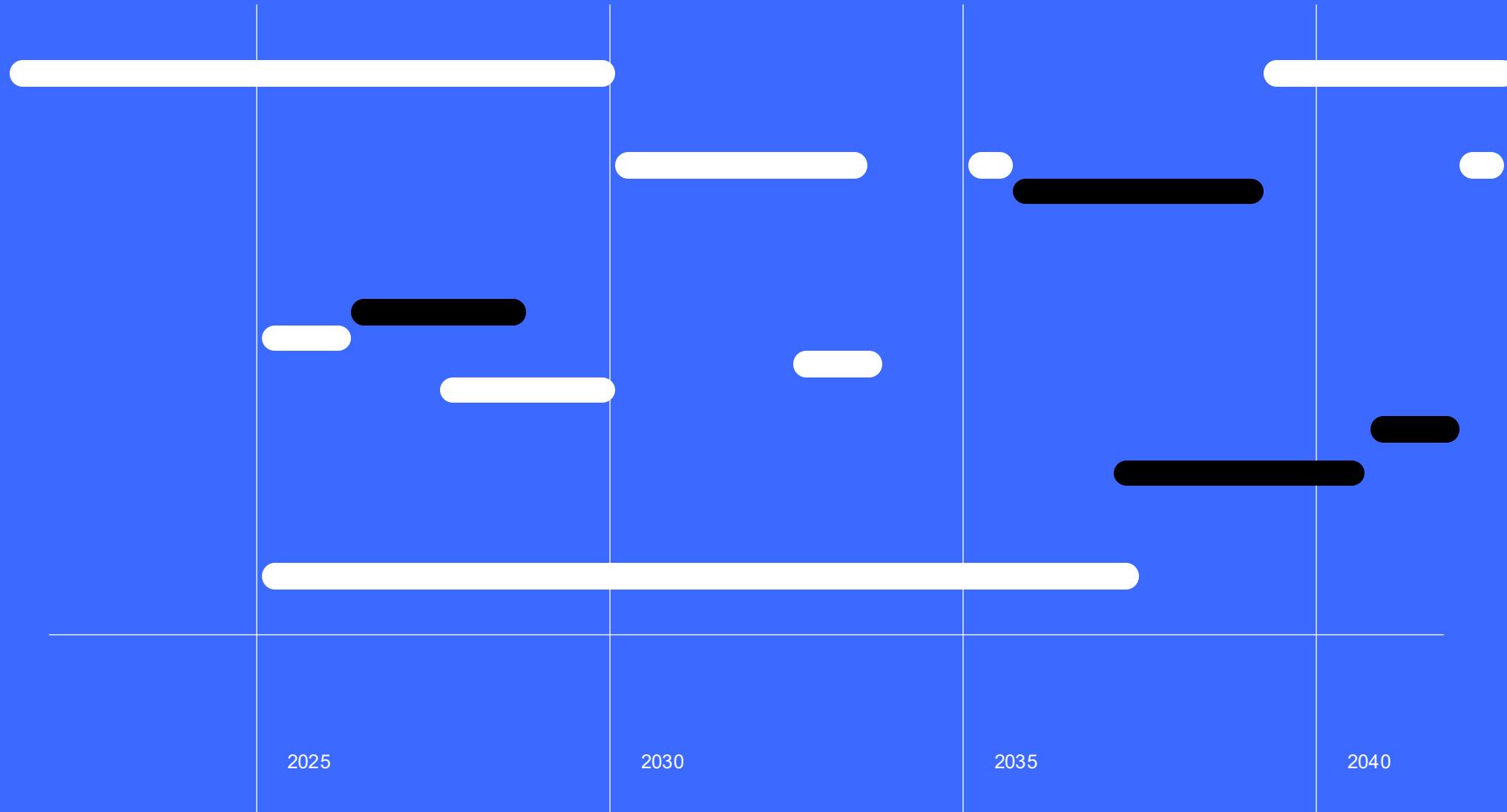
Sources: Report on Government Services 2020 Section 18A and plus ABS population statistics

Human impact

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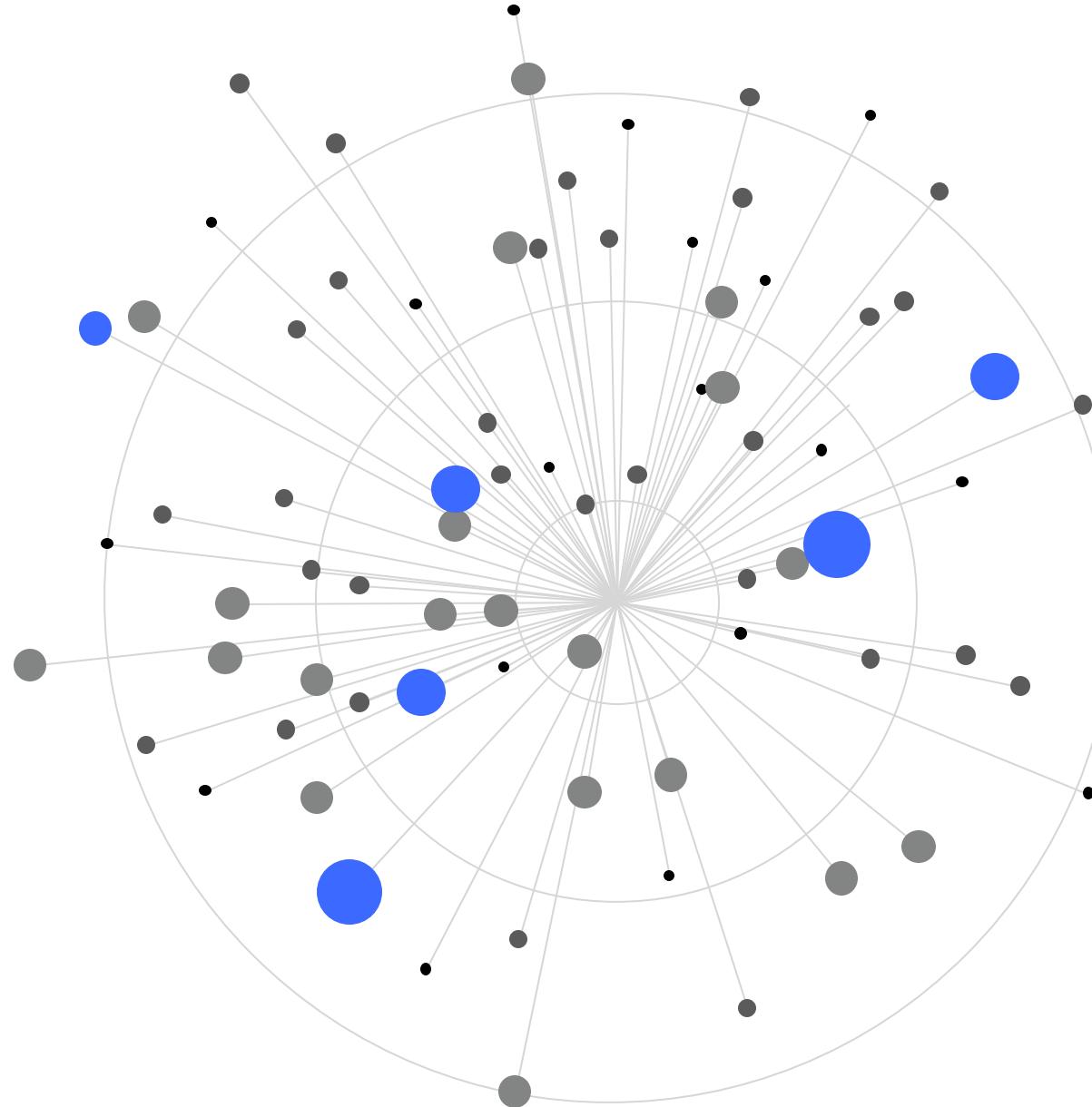


Milestone Schedule



Climate risk

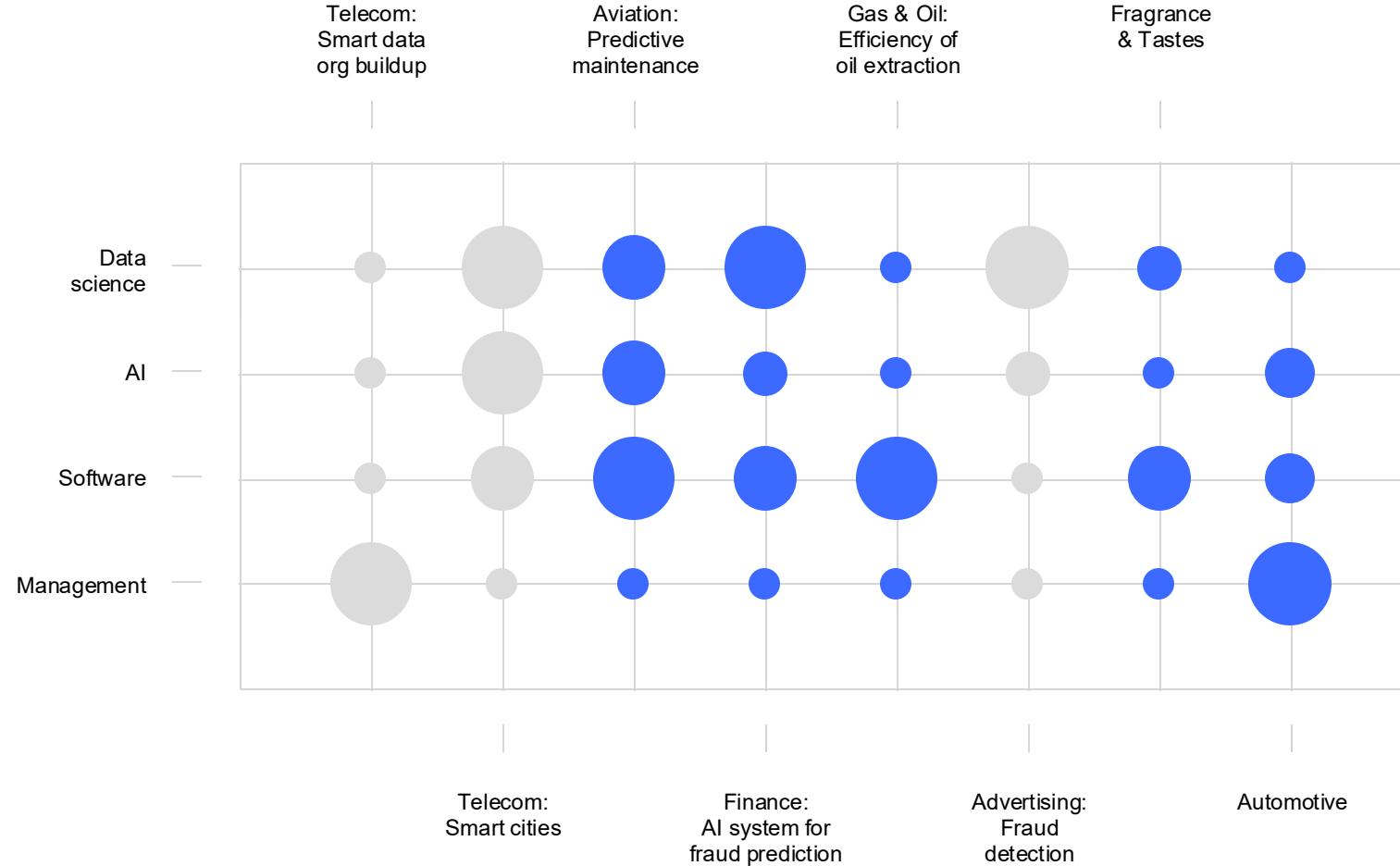
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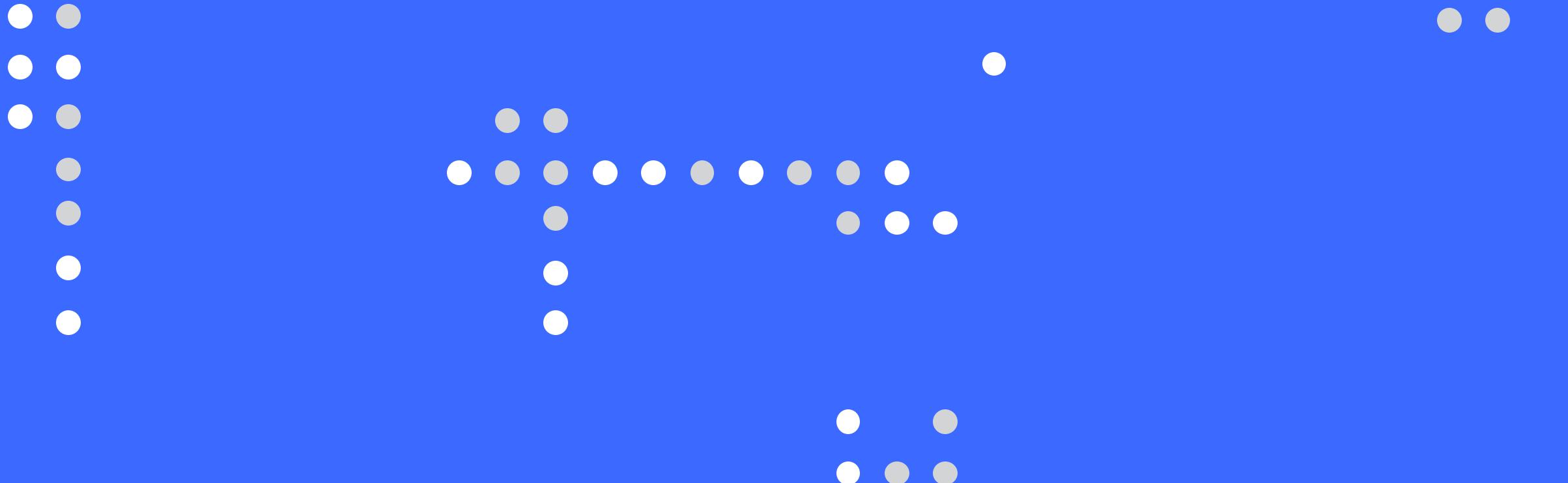
Risk management

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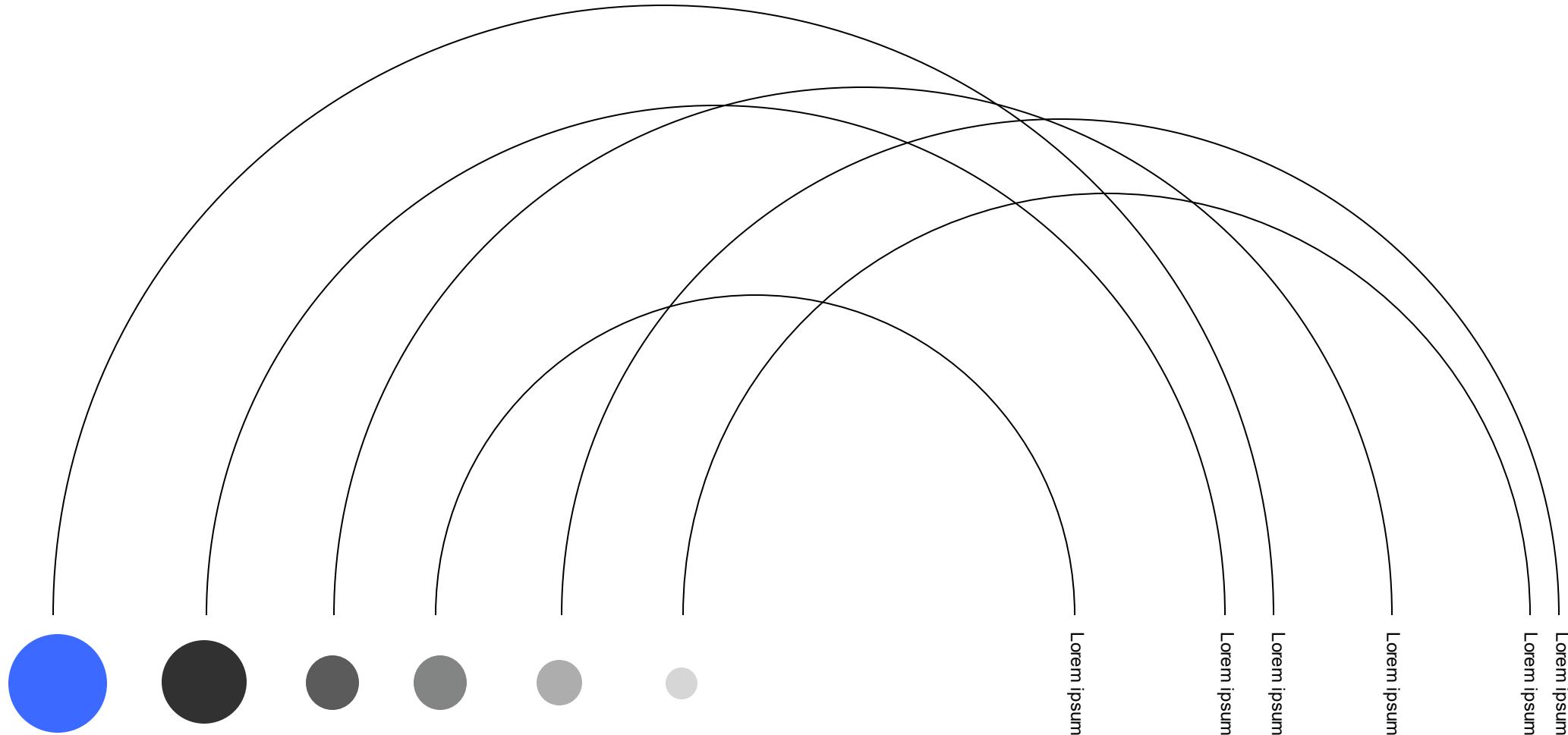
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Human behaviour



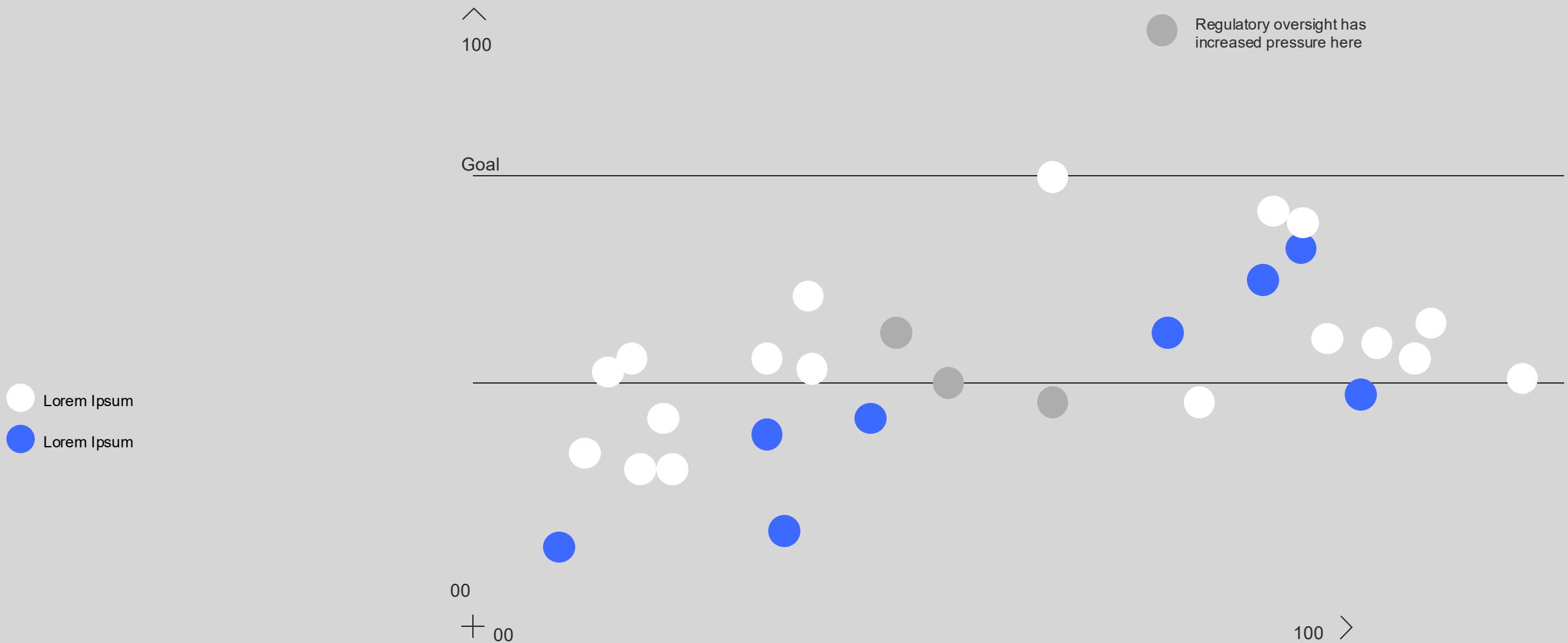
Future analysis

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Global projections

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About the Actuaries Institute

The Actuaries Institute ('Institute') is the peak professional body for Actuaries in Australia. The Institute provides expert comment on public policy issues where there is uncertainty of future financial outcomes.

Actuaries have a reputation for a high level of technical financial expertise and integrity. They apply their analytical and risk management expertise to allocate resources efficiently, identify and mitigate emerging risks and to help maintain system integrity across multiple segments of the financial and other sectors. This unrivalled expertise enables the profession to comment on a wide range of issues including life, general and health insurance, climate change and sustainability, superannuation and retirement income policy, enterprise risk management and prudential regulation, the digital economy and AI, finance and investment, and wider health issues.

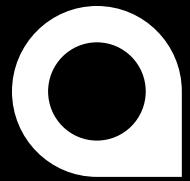
Actuaries use data for good by harnessing the evidence to navigate into the future and make a positive impact. They think deeply about the issues at hand, whether it is advising on commercial strategy, influencing policy, or designing new products. Actuaries are adept at balancing interests of stakeholders, clients and communities. They are called upon to give insight on complex problems, they will look at the full picture. Actuaries analyse the data and model scenarios to form robust and outcome-centred advice.



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Thank you

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