

BUILDING PUBLIC TRUST

Through Ethical
Insurance Practice

The TRUST Model™



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**WHAT IS OUR MOST
VALUABLE ASSET?**

TRUST

**Without trust,
there is no insurance industry.**



INTRODUCING THE TRUST MODEL™



T

TELL THE TRUTH

- ☑ Honest communication
- ☑ Full disclosure
- ☑ Accurate representation
- ☑ No misleading promises

Question to Ask:

Am I telling the whole truth?



R RESPECT EVERY CLIENT

- ✔ Put the client's interests first
- ✔ Treat every client fairly and with dignity
- ✔ Maintain confidentiality
- ✔ Build lasting relationships

Question to Ask:

Would I give the same advice to my own family?



10 UNDERSTAND BEFORE ADVISING

- ✔ Listen first
- ✔ Conduct a proper needs analysis
- ✔ Understand goals, affordability and risk
- ✔ Recommend only suitable solutions

Question to Ask:
Have I understood
before I advised?



S SERVE WITH INTEGRITY

- ☑ Ethics before commission
- ☑ Keep promises
- ☑ Honour professional standards
- ☑ Build trust through consistent behaviour

Question to Ask:

Am I serving—or simply selling?





TAKE OWNERSHIP

- ☑ Own every recommendation
- ☑ Continue learning
- ☑ Correct mistakes promptly
- ☑ Be accountable for your professional conduct

Question to Ask:

Will I still be proud of this decision five years from now?



CLOSING MESSAGE

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Every policy begins
with a signature.

Every lasting relationship
begins with trust.

Let us build a future
where every family
can confidently
count on us.



THANK YOU

Together, Let's Build Public Trust.