



Welcome to the March *ImageWatch* e-newsletter and Imageoftheactuary.org!

Imageoftheactuary.org is your source for tips, tools and inspiration to help you prepare for and succeed in the actuarial profession. Here's a glimpse at what's new on the site:



Actuarial Profession Earns Corporate Branding Campaign of the Year
PRWeek Awards, the leading awards program for the public relations industry, presented the "Corporate Branding Campaign of the Year" to the actuarial profession for the work on Actuaries–Risk is Opportunity: The Revitalization of a Profession's "Brand". Read the SOA [press release](#).

Actuaries in Action - The Competitive Advantage

Thanks to unique training and credentials, actuaries have a competitive advantage in the workplace. Learn why leaders in the profession think actuarial credentials give you an edge over the competition.



Over the past year we have been asking leading actuaries what they thought about this and other topics. Through the [Actuaries in Action](#) video series, you can gain insight into what is being said across the profession, about the things most important to the profession.

We are continuing to gain additional insight from actuaries, so check back often to learn more about other topics from your peers.

New Articles



Access articles written by and for actuaries, along with other experts. Articles are categorized by [Career Development](#), [Communication Skills](#), [General Business](#), [Leadership](#) and [Management](#). Here are just a few of the many available on www.imageoftheactuary.org.

CEOs Who Inspire and How They Do It - from Forbes.com

A series of brief profiles of CEOs who inspire workers to go the extra mile.

Gestures: Get Moving! - from Toastmasters International

Learn how to make your presentations more interesting through body language.

How Engaged a Leader Are You? - from Harvard Business Online

Is it lonely at the top? Develop your social acumen to engage and retain your employees.

News



Read about the latest actuarial appearances in the mainstream media ([Actuaries in the News](#)) as well as news and promotions affecting the profession ([Industry News](#)).

Let Us Know What You Think

If you have comments or suggestions on www.imageoftheactuary.org, send an e-mail to imagewatch@soa.org.