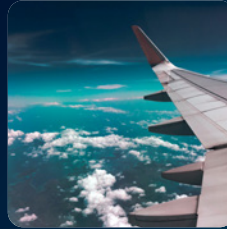




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APRIL 2021



# CELEBRATING PROFESSIONALISM IN AFRICA

EDITION #S02

## SWAN

*'The pyramid of prosperity: a better future for customers, professionals and the public'*

By **Louis Rivalland** BSc (Hons) in Actuarial Science and Statistics, FIA (UK), PGDipSI (Oxon)

Group Chief Executive Officer  
SWAN

*'Celebrating professionalism in Africa'* is a pioneering series of case studies, published by the Chartered Insurance Institute, to showcase professional practice and innovation in insurance

# THE PYRAMID OF PROSPERITY: A BETTER FUTURE FOR CUSTOMERS, PROFESSIONALS AND THE PUBLIC



By **Louis Rivalland** BSc (Hons) in Actuarial Science and Statistics, FIA (UK), PGDipSI (Oxon)  
*Group Chief Executive Officer*  
SWAN

**From very humble beginnings, SWAN has matured to become a leading non-banking financial services provider in Mauritius. During its 160 years of existence, the organisation has served successive generations of Mauritians and partnered with many global entities. It has consistently expanded its array of services, all of which are designed to ensure customers enjoy full financial security, thus providing them with the necessary conditions to thrive.**

By putting people at the centre of its activities, SWAN aims to provide its policyholders with the peace of mind they deserve. Its endeavour stems from the strong belief that it is only when people are protected and their future being provided for, that they can make real progress towards a more prosperous life. This philosophy, referred to as the Pyramid of Prosperity, rallies all employees behind the same objective.

Being in the trust business, it's important that staff operate to a strong set of values – and, at SWAN, these are: Passion, People, Performance. We know that our employees are the key to helping us achieve our mission. To reinforce this, we are committed to providing a great working environment, with all the support our employees need to increase their knowledge and capabilities.

SWAN employees function along a clear and visible leadership path, with a focus on efficiency, innovation and continuous improvement. SWAN offers a competitive remuneration package and create opportunities for personal growth and career development. The working environment at SWAN encourages collaborative working and knowledge sharing, and staff pride themselves on practising a culture of honesty, transparency and shared commitment to delivering quality service.

SWAN has identified five foundation pillars to its continued strategic transformation. These are:

- Rethinking our business model
- Optimising our business model
- Fully leveraging our technology and data
- Banking on our people
- Developing our own ecosystem.

It's only through constantly investing in SWAN's workforce that the organisation is able to deliver to customers and shareholders through product development (for example through our affiliation with BlackRock, Bank of Luxemburg, and Schrodgers), digital transformation (access to our MySWAN mobile application service) and international growth (especially in sub-Saharan Africa and the Indian Ocean islands).

In recent years, SWAN has considerably invested in professional development, encouraging staff in technical roles to study for examinations that enhance their competence, thus also supporting its efforts to address challenges posed by skills scarcity, talent retention and the needs for organisational performance.

In addition, in 2019, SWAN launched a leadership development programme for the senior management team, providing them with the opportunity to fine tune their skillsets through selected online learning modules as well as interactive classroom sessions. Our experience has proven that learning interventions can provide the necessary leadership competences to drive our ongoing transformation. SWAN strongly believes that personal development is a key element in delivering business benefits, and encourages every





*By putting people at the centre of its activities, SWAN aims to provide its policyholders with the peace of mind they deserve*

staff member to use their personal development time to connect: more and more with their health, with their senses, with nature, and with their own creativity.

Staff are expected to show solidarity with their communities. As we look at the impact of Covid-19, we need to find new ways to support and collaborate with non-governmental organisations in Mauritius — going beyond financial contributions and looking at how the resources at our disposal could best be used to support their needs.

Education has always been a major theme in our social programmes, and a large proportion of our Corporate Social Responsibility budget is earmarked for organisations providing education and training support to children, teenagers and young adults. ■



The main SWAN office in Mauritius

# SWAN

**Overview:** SWAN is the leading financial solutions provider in Mauritius. The group's main companies are Swan Wealth Ltd, Swan General Ltd and Swan Life Ltd

**Date established**  
**1860**

**Staff**  
**600** Total

**Key financials FY 2019**  
**Rs 8.1bn** gross premiums (group)  
**Rs 3.1bn** gross premiums (general)

## Vision:

To partner with you to secure a better future

## Mission:

To be your preferred financial solutions partner for life

## Key locations

Mauritius  
Seychelles  
Comores  
South Africa  
Rwanda  
Zambia

## Sector focus

General insurance	Life and protection insurance	Financial planning
●	●	●

**For more information:** [www.swanforlife.com](http://www.swanforlife.com)

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**Chartered Insurance Institute**

42-48 High Road | South Woodford | London | E18 2JP

Tel: +44 (0)20 8989 8464

Email: [customer.serv@cii.co.uk](mailto:customer.serv@cii.co.uk)

**[www.cii.co.uk](http://www.cii.co.uk)**



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