

Vision, Mission and Values

Vision Statement

Assurity Life is a distinctive, top quartile life/health insurance company providing protection products to middle-income consumers and small businesses. To achieve our vision...

- We regularly surprise and delight our customers
- We are a preferred and inspiring place to work
- We are a conscientious corporate citizen; and
- We live our mission and values every day

Mission Statement

Our core purpose is to help people through difficult times.

Values

- 1. Ethical Behavior.** First and foremost, we will conduct ourselves with the utmost integrity, fairness and honesty. We will never compromise our ethics for growth or financial gains. We seek to associate with distributors who share our commitment to high ethical standards. How we achieve results is as important as the results themselves.
- 2. Extraordinary Associates.** We believe extraordinary associates create extraordinary companies. We appreciate people who are adaptive, engaged in our company and community, and continually learning. We are committed to putting the best associates in the right positions. We encourage openness, direct communication, empowerment and teamwork. We work with a sense of urgency and are accountable for our actions, words and results.
- 3. Innovation.** Our culture encourages and supports innovation, initiative and imagination. We assume prudent entrepreneurial risks and are highly skilled at starting new ventures, developing new products, and tackling old issues and processes in innovative ways. We will do our work better than anyone expects today, then do it even better tomorrow.
- 4. Relationships.** We build strong business relationships with our distributors, home office associates and policyholders. We believe positive relationships build loyalty and recognize our mutual success is inseparable. We strive to exceed customer expectations.
- 5. Financial Strength.** We manage our company for profitability levels which best serve the long-term interests of all our stakeholders. This allows our company both to honor our commitments and to change and grow with the times. We emphasize improving our productivity and reducing unit costs. To provide financial security to others, we must maintain unquestioned financial strength.