

A Guide to Increasing Your AonIQ



Increasing Your Aon IQ

This guide directs you to existing resources to increase your Aon IQ while a more formal certification program is developed.

Why do I need to increase my Aon IQ?

Aon IQ is the **knowledge** and **network** needed to equip colleagues to bring the best of Aon to clients. Increasing your Aon IQ enables us to live Aon United and leads to multiple outcomes:



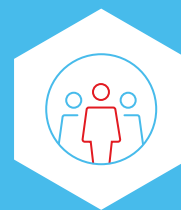
Clients

experience greater value from Aon when they see a broader set of capabilities our firm can offer



Shareholders

value accelerated growth driven by stronger competitive differentiation and more commercial opportunities



Colleagues

see new career opportunities leading to higher retention and engagement

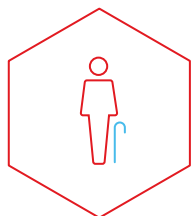
Where do I start?

Aon has many solutions across multiple countries, making it unrealistic to learn everything To start, you can focus on these global unique offerings.



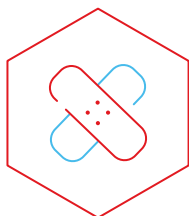
Commercial Risk

Transaction Liability
Intellectual Property
Cyber



Retirement

Delegated Investment



Health

Global Benefits
Voluntary Benefits



Reinsurance

Alternative Capital



Data & Analytics

Assessment

How do I increase my Aon IQ?

Much like navigating your career path, you are accountable for increasing your Aon IQ. Expanding your Aon IQ is a long-term journey, but you can start now by using available resources currently and following a three-step best practice: assess, learn and apply.



1 Assess your current knowledge

Colleagues take pre-assessments to gauge their current knowledge of Aon's solution lines. These pre-assessments can be found in the [Aon University learning path for Aon IQ](#). In addition to the assessments, there are two quizzes available for all colleagues to test their knowledge of Aon and the trends impacting our clients. The [About Aon Quiz](#) is a good place to start to assess your knowledge of who we are and what we do. The [Client IQ Quiz](#) is one way to see how well you know the macro trends impacting our clients.



2 Learn foundational information to fill in your knowledge gaps

About Aon

[The One Brief](#)

Sign up to this weekly update and keep current on Aon's expert point-of-view on key business trends. Then, share the stories with clients and prospects.

[Aon Conversation](#)

Learn more about the firm and how to articulate the value we create throughout our solution lines.

[Earnings Call](#)

Listen to Aon's quarterly investor call to hear top management's perspectives on Aon's performance and direction.

About Your Clients

[Client Promise](#)

Review the [Discovery Toolkit](#) and [Articulating Value](#) tool, which help you present our solutions through the lens of our clients.

[Aon University](#)

The MyLearning portal offers training courses to create client value, including:

[Build Client Relationships](#)

[Develop a Commercial Mindset](#)

[Develop Financial Acumen](#)

[Delivering Aon United learning journey](#)

About Aon Solutions

Solution Lines

Aon has five solution lines. To learn about each one, visit:

[Commercial Risk](#)

[Reinsurance](#)

[Retirement](#)

[Health](#)

[Data & Analytics](#)

To go deeper on Aon United and our solution lines, access the [Aon IQ Digital Briefs](#)

Expand Your Network

[Aon Daily News Brief](#)

The Aon News Brief email is designed to increase colleagues' understanding of the media landscape and help us stay informed about how the marketplace is reacting.

[PeopleFinder](#)

The PeopleFinder directory is an effective tool to strengthen your network by identifying people who you would not normally meet with.

[Business Resource Groups](#)

Join a group in your region to meet people outside of your practice or office.



3 Apply knowledge you have learned to build more confidence

To retain the information you learn, put it into practice through one of these suggestions:

- **Start a conversation with a client.** Based on the client's needs, introduce the new areas of Aon to a client and introduce another expert to your client
- **Practice having a client conversation** with a manager, peer or solution expert
- **Participate in an internal client discovery session** with colleagues and learn from diverse perspectives
- **In a team meeting,** summarize an earnings call, introduce new tools or bring one of the experts you just met as part of your network. Teaching other colleagues will help you retain the information longer.

About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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