

**We need
your
help!**



What is it?



in a mutual
everybody wins.



we will communicate
with you openly
and honestly.



we will treat you
with respect
and fairness.

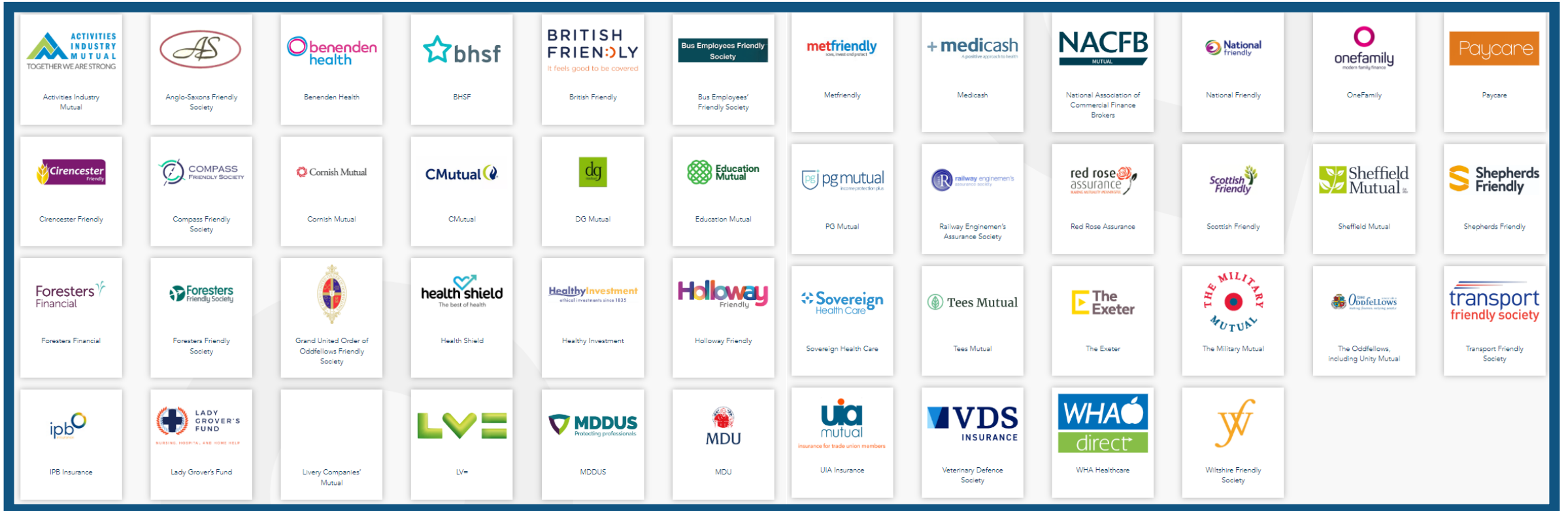


we exist only
to serve you.

Customers rightly demand high standards from the financial firms they put their money and trust into. **The Mutual Way** sets out to consumers what they can expect from a financial mutual.

Where you see the logo, it means that firm has committed itself to working in the best interests of its customers.

Who is it for?



The AFM Member organisations that have signed up to The Mutual Way and how they're demonstrating their commitment to these core principles:

Who has already signed up?



Why do we need it?



- Promote and educate people about mutuals, mutuality and to the wider markets as a collective.
- Support AFM members in creating clear and relevant messages about the value of mutuality that can be used in a coordinated way to raise the profile of the mutual sector.
- Give consumers greater confidence in buying products from a mutual / not for profit provider.

What will success look like?

An increase in awareness
and an ability to get the
mutual message through

Change perceptions,
modernise and connect

Clearly demonstrate the
benefits of mutuality in a
snapshot

Encourage AFM members to
align to the intent, spirit and tone
of the Mutual Way with more
AFM members registered

Over to you!



1. How many companies are signed up on your table (if you are, did you all know your company had signed up)
 2. If your company is not signed up, do you think it should be? If not, what could we do to change it and make it more appealing?
 3. Does this fit with your company and its values? – If not, why not? If it does, what is it that resonates about the initiative the most.
 4. Is this a good idea?
 5. Do you like the logo?
 6. How could this be promoted better?
 7. How could we get more companies signed up?
 8. How could we 'grow' this idea – could we bolt on additional activities or collective promotion to really spread the word?
 9. You also have a pros and cons sheet to complete
- Please also feel free to add any other comments/ideas or discussion points