





Agency director/Segment lead

Proficiency level

-  New Gen AI skills
-  Transferrable skills at the same proficiency level
-  New skills
-  Transferrable skills at a higher proficiency level

Skills Framework track	Sales, after sales, distribution and relationship management	Job function	Sales and marketing	Job family	Agency
Sub-sectors	Insurance	Expected augmentation by Gen AI	Do more: Gen AI can enhance workflows by automating the synthesis and consolidation of industry developments, providing real-time insights and personalized updates to enable strategic decision-making and enhance competitiveness		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Grow agency business offerings	Ensure agency is up-to-date with all new developments in the industry

New Gen AI skills

Gen AI strategy	5	Gen AI innovation, R&D, and innovation management	5	Prompt design	3
Leading Gen AI-enabled transformations	5	Ethical frameworks for Gen AI	5	Gen AI principles and applications	3
Gen AI data governance	5	Regulatory, legal, and risk management compliance in AI and Gen AI	5		

DO MORE

Source: SkillsFuture Skills Framework