

## SPECIAL TOPIC

# Efforts at Achieving Diversity & Inclusion

In FY2010, Dai-ichi Life was awarded the 2011 J-Win Diversity Award—Grand Prize, bestowed by the Japan Women's Innovative Network (J-Win<sup>1</sup>).

These awards are granted to companies which take active, innovative approaches to the hiring, skill development, and promotion of women as a first step in advancing corporate diversity and inclusion (accepting a diverse range of personnel, and utilizing their strengths), producing business-propelling results.

Based on the idea that "diversity and inclusion" and "management strategy" are one and the same, we have established three pillars of diversity and inclusion: "mindset and behavior reform using both top-down and bottom-up approaches," "continuous career appointment and career development support for female employees," and "promotion of work-life balance, supporting career improvement."

Specifically, in order to further the achievements of our female employees, our top management has taken advantage of many opportunities to send out a clear message to its employees, and we have helped further enhance the effectiveness of efforts by our divisions, such as through our appointment of managers in all divisions as Diversity Promotion Leaders. In October 2010, we held a Diversity Promotion Forum to dynamically deepen our diversity measures.



Receiving the 2011 J-Win Diversity Award—Grand Prize

(Photo: Futoshi Nakamura)

We have instituted the Positive Action Program, which provides support for those seeking high positions within the company, and the Career Support Program, which provides support for diverse career development, in order to continuously produce women leaders.

As part of our work-life balance promotion, we have enriched our "Family Friendly System," as well as seeking out work style transformations in all of our employees to ensure a lively carrying out of duties.

Initiatives such as these produce extensive results, such as helping each and every female employee to think and act independently, and increasing the number of female employees aiming at new positions.

This award is a recognition of our creation of an engaging workplace culture through these initiatives.

We were also awarded the Diversity Work-life Balance Award at Toyo Keizai's 4th "Diversity Management Awards,"<sup>2</sup> and ranked fourth place in the *Nikkei WOMAN* magazine "BEST 100 Companies for Women to Work In."<sup>3</sup>

The Dai-ichi Life Group will continue to take a proactive approach to diversity and inclusion, with each and every employee exhibiting their individuality and working energetically, creating a company that enjoys continual growth as the number one company of choice by customers.

1. The J-Win organization is an NPO made up of corporate members, with the objective of supporting the advancement and thorough establishment of corporate diversity management.
2. The "Diversity Management Awards" are given to companies which have diversity management as part of their corporate philosophy, which is a new management method that utilizes employee diversity as an important management asset, and which are at the forefront of its implementation.
3. Listed in May 2011 issue of *Nikkei WOMAN*, published by Nikkei Business Publications, Inc.

## VOICES

### Each Year, Diversity Efforts Continue to Make Steady Progress

In 2011, Dai-ichi Life Insurance was awarded the J-Win Diversity Award—Grand Prize. Two years ago, Dai-ichi Life was a finalist, last year it received the Fighting Spirit Prize, and this year it has claimed the grand prize. Each year, Dai-ichi Life has maintained a steady approach in carrying out initiatives which promote diversity. Its claiming of the

grand prize is a result of the positioning of diversity and management strategy as one and the same, and the company-wide engagement in corporate reform. I can state with confidence that this prize will contribute to Dai-ichi Life's future business results.

Yukako Uchinaga  
Board Chair, J-Win  
(Japan Women's Innovative Network)

