

How to Attract Gen Z to the Insurance Industry

In the next 15 years, [half of the entire insurance workforce will retire](#). That means you'll need to start recruiting younger candidates to fill those positions. Here are some tips for attracting the next generation of the insurance workforce to the industry.

- **Offer a Flexible Work Environment**

Many Gen Zers entered the workforce remotely and want to have the freedom to continue to do so.

- **Embrace Technology**

Gen Zers boast a high level of digital literacy and expect to use those skills on the job.

- **Demonstrate Opportunity for Growth**

Show Gen Zers that a career in insurance is rewarding and stable.



- **Promote DEI Initiatives**

Gen Z is an incredibly diverse group that wants to feel welcomed by their employers.

- **Improve Your ESG Performance**

Gen Z candidates will gravitate toward socially responsible employers.

Facts About Generation Z



Gen Z includes anyone born between 1997 to 2012



48% of Gen Z identifies as a [racial or ethnic minority](#)



Gen Z will make up [30% of the workforce by 2030](#)



[86% of Gen Z job seekers](#) want to participate in a company's DEI initiatives

What Should Insurance Companies Do?

1

Introduce a hybrid work environment

2

Invest in an insurance knowledge management tool to organize policy guidelines, job aids, underwriting manuals, and more

3

Focus on the human aspects of the insurance industry in underwriter, broker, and claims adjuster job listings

4

Bring on a change management firm to introduce DEI and ESG initiatives