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

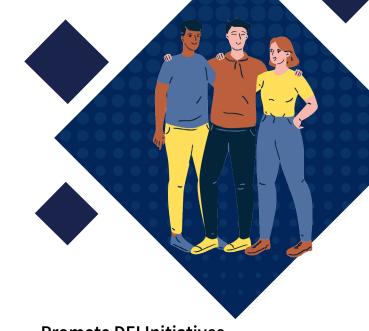
Many Gen Zers entered the workforce remotely and want to have the freedom to continue to do so.

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 <u>racial</u> 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?

Introduce a hybrid work environment

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

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

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