**Making Insurance Careers “Sexy” to Millennials**

When you think of the insurance industry, the words “cool” or “sexy” don’t come to mind. And this perception has hindered many young, talented workers from seeing the value of insurance as a career path. When I graduated from UCLA in the early 80’s, I thought that my job at the insurance agency would be temporary until I could find a real job. That was nearly 30 years ago.

It is no longer enough to simply provide stable job opportunities; the insurance industry have to find a way to make insurance relevant to a new breed of employees – YOU. Your generation of workers differs in regard to age, cultural backgrounds, skill sets and working styles. Studies have proven that millennials crave innovation, independence and flexibility. At my company, AIS, over 15% of the workforce is a telecommuter or home base worker. It provides the employee with flexibility while reducing expenses for the company.

The insurance industry soon will lose a good chunk of its workforce. According a survey from the Institutes, 50% of insurance workers are nearing retirement age while half of the total workforce will consist of millennials by the year 2020. Of this group, only 5% have interest in an insurance career and an overwhelming 44% think that working in the insurance industry sounds “boring.”

Millennials or those born between 1980 and 1996 or you are the largest generation in the United States. You are the most educated generation with nearly 1 in 4 holding at least a bachelor’s degree. You are motivated, bright and hungry for jobs that can give you a purpose.

You will undoubtedly become the largest customer base as well, so for me having employees of the same generation and mindset as my customers will be invaluable.

Why is a diverse workforce necessary? Consider the following:

* Minority groups account for 87% of the national population growth from 2000-2010
* Based on current projections, the US will be a majority-minority country by 2042 which means that the majority of residents will be racial or ethnic minorities, as opposed to white non-Hispanics.
* The Hispanic personal lines insurance market is projected to grow to nearly $41 billion by 2020.
* By 2028, 75% of discretionary spending will be controlled by women

The white, non-Hispanic male should be on the endangered species list.

Millennials or YOU grew up in the digital age, in which the world has slowly become smaller and smaller through the proliferation of technology. You aren’t just more diverse in terms of backgrounds, but also in your way of thinking. You have grown up in a world where all information is completely accessible – and you expect that industries that you choose to work in will embrace that fact.

According to Vertafore’s 2014 Young Professional Survey, 51% of millennials rate technology as “very important” to keeping them in the industry. Conversely, technology jobs within insurance continue to be the most in demand and are expected to grow at an extraordinary rate, with almost 75% of insurance companies expected to increase their tech staffs over the next 12 months.

With a view into the type of talent, we , as insurance executives, need to recruit; the next question is how to accommodate this highly connected, diverse and tech-savvy generation?

The answer lies in using big data and analytics to help bring insurance into the 21st Century. Data mining and business intelligence are creating gains in marketing efficiency, product pricing, claim mitigation and customer loyalty. There is a huge opportunity for tech-minded individuals to help make insurance more efficient and create a more engaging customer experience.

The Insurance Industry is playing catch-up in convincing the brightest talent that this is an industry ripe for innovation, especially as it pertains to the YOUR generation. Weaving tech into how insurance is run is the key to keeping this diverse and dynamic workforce. Insurance may not have been “coo” for some time, but there are ways to make it an attractive option by focusing on what YOUR GENERATION wants and needs – the ability to innovate and use technology to improve people’s daily lives.