

RECRUITING AND RETAINING THE NEXT GENERATION

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AGENDA

- Key Challenges
- Critical Connection Between Retention and Attraction
- Attraction Best Practices
- Highest Priority Action Steps

KEY CHALLENGES

AGING
WORKFORCE

GENERATIONAL
GAPS

COVID

DIVERSITY
EQUITY
INCLUSION

GREAT
RESIGNATION

Visibility



The Current Team

My CURRENT TEAM...

Have What They Need to be Successful?

- Equipment
- Fields / Facility
- Rules of the Game
- Practices

Feel Safe and Respected?

- Coaching Style
- Opportunity to Ask Questions
- Adult Interaction with Umpires, Opposing Teams

Comprised of the Right Individuals?

- Catchers
- Pitchers
- Outfielders
- Leaders

OUR WORK TEAM...

Have What They Need to be Successful?

- Learning and Development
- Professional Association
- Technology
- Access to Information/Communication

Feel Safe and Respected?

- Share feedback
- Receive feedback
- Celebrate and Recognize
- What do we tolerate?
- Employee Voice

Comprised of the Right Individuals?

- Does everyone look like me? Have the same background?
- Am I using the same job description for hiring needs? What do they say?
- Does my team reflect my community? My clients?

BENEFITS TO THE TEAM



Have What They Need to be Successful?

- Growth in knowledge and skill set
- Networking / Idea Sharing
- Efficiency doing job
- Less Stress
- Happiness

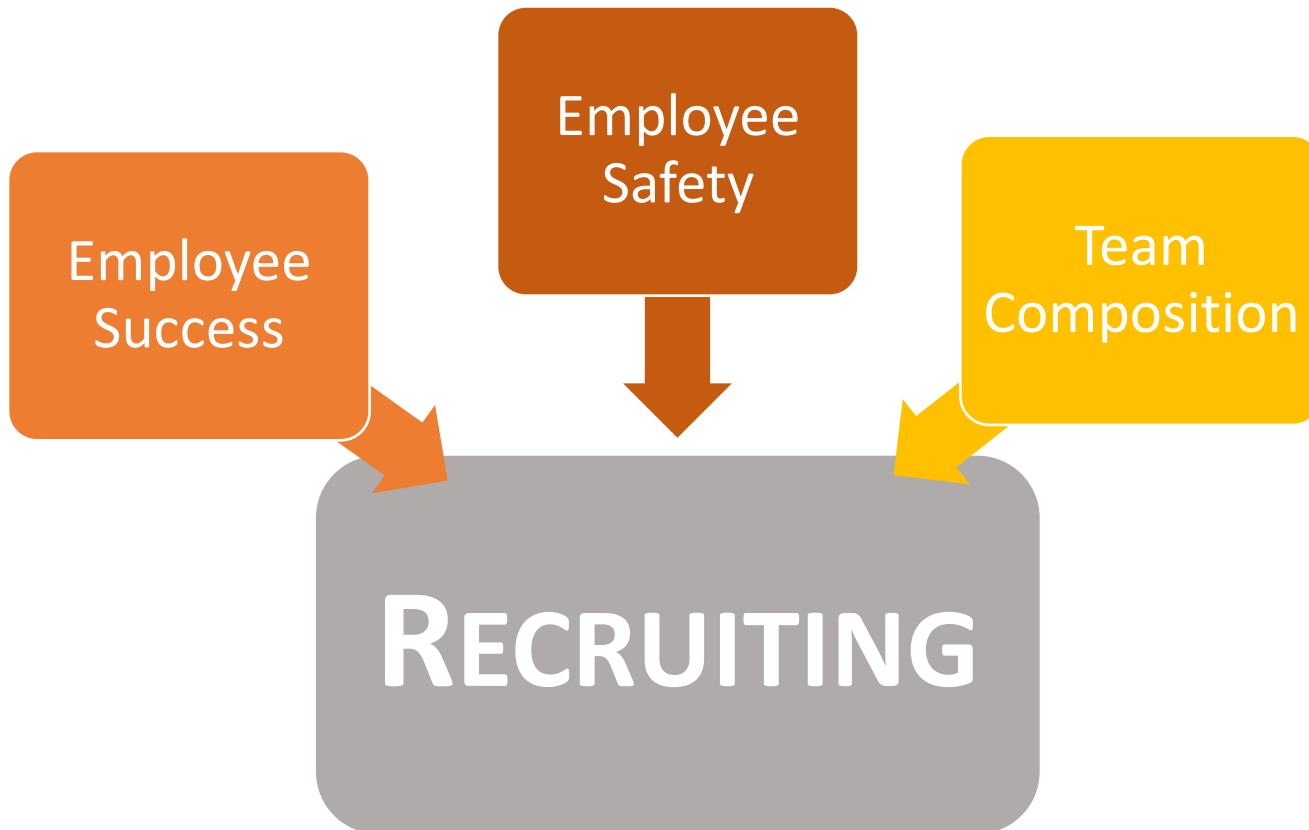
Feel Safe and Respected?

- Opportunity for innovation
- Feeling Respected
- Appreciated
- Belonging
- Employee Voice – Continuous Improvement

Comprised of the Right Individuals?

- Profitability
- Cash Flow
- Product Innovation
- Client Satisfaction

RECRUITING INPUTS



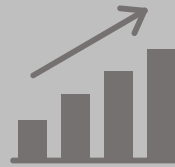
THE AUTHENTICITY STUDY

**Authentic External
Appearance**



Building
Cohesion

**Client & Candidate
Attraction**



Mitigating
Inconsistencies

**Employee
Engagement**

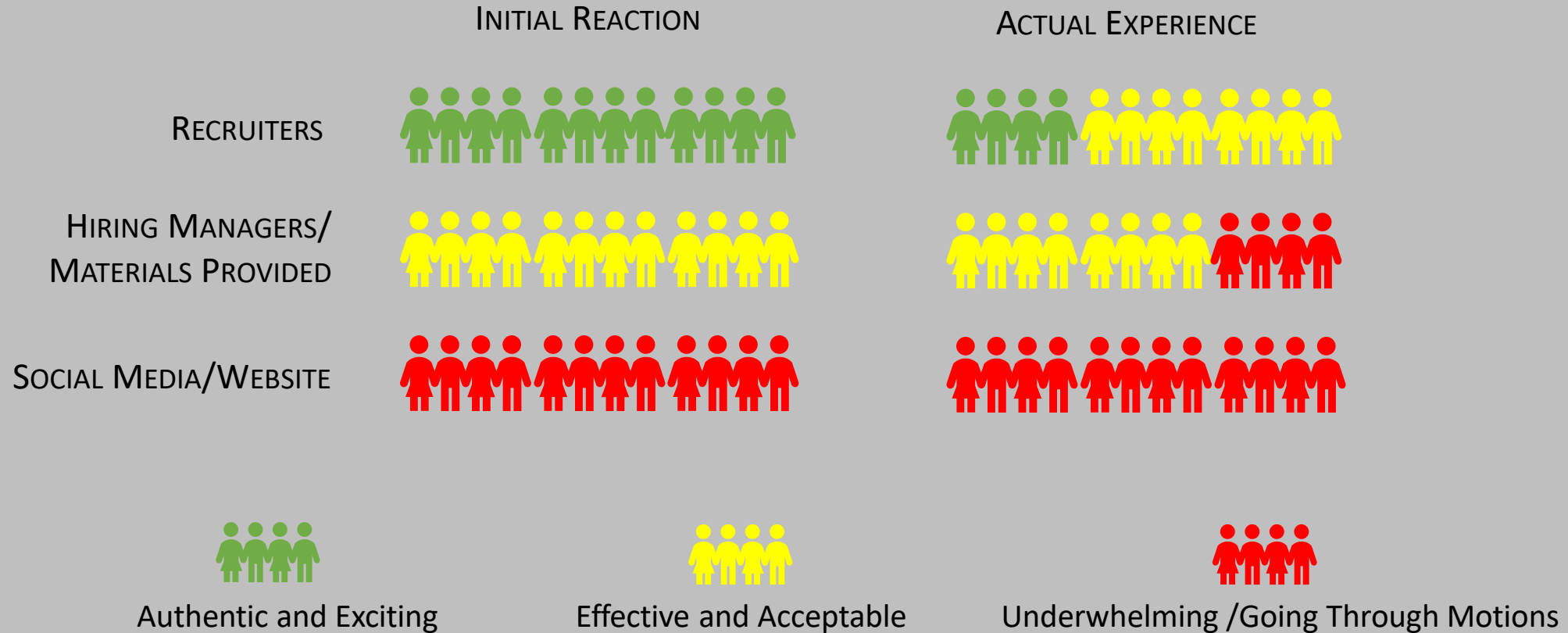


Fuelling Buy-in

Source: 2021 Authenticity Study, Verto LLC



PERCEPTION vs REALITY



Source: 2021 Authenticity Study, Verto LLC



DIVERSE AND INCLUSIVE WORKFORCE

What candidates hear you say...



What candidates experience...



COLLABORATIVE ENVIRONMENT

What candidates hear you say...



What candidates experience...



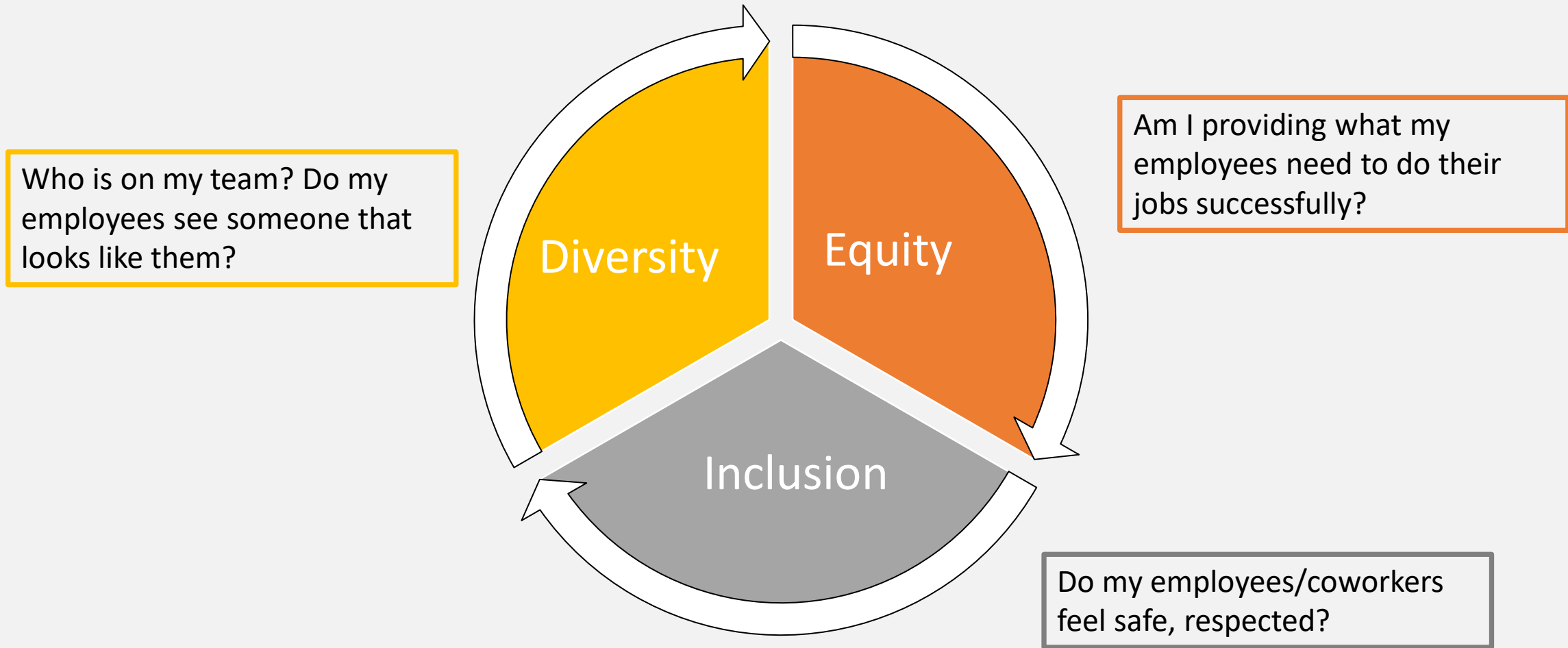
VOICES OF EVERYONE IN THE PROCESS



HIGHEST PRIORITY NEXT STEPS

- No More Excuses – We Begin TODAY
- Ensure Talent Acquisition is talking about ALL Careers
- Early Talent Engagement – High School / University – Pick 1
- Evaluate Job Descriptions and Language
- Honest and Authentic Feedback from Existing Employees
- _____

RETENTION AND RECRUITING CYCLE





The Current Team

Who We Are

- 50+ years providing practical education to risk management and insurance industry professionals
- Industry Certifications and Continuing Education provided Online and Face-to-Face
- More than 150,000+ participants since inception
- 33 College and University Partners



CERTIFIED INSURANCE SERVICE REPRESENTATIVE (CISR)

- Nationally recognized, risk and insurance industry certification.
- Intermediate-level training program for risk and insurance industry professionals, created in 1986.
- Earning designation demonstrates a technical knowledge and expertise in risk management and insurance and an understanding of liability, exposures and coverages.

CISR HIGH SCHOOL PROGRAM BENEFITS

- Nationally recognized designation earned in high school; students employable upon high school graduation
- Post-secondary education options
- Exposure to varied career pathways in risk management and insurance.
- Engagement with industry professionals enhances classroom learning and leads to Work-Based Learning opportunities
- Consumer education in personal lines insurance

CISR HIGH SCHOOL PROGRAM COMPONENTS

Eight Modules
of Learning
Topics

Video Lectures

Study and
Learning
Guides

Reviews and
Assessments

Teacher
Lesson Plans

Industry
Certification
Exams

Work-Based
Learning
Component

Academic
Director
Access

QUESTIONS

