

Marketing Tip: Let's Talk About Millennials and the Insurance Industry



What we've heard: According to the [Pew Research Center](#), Millennials make up the largest share of the U.S. workforce ... but only 4 percent are interested in the insurance industry. What's worse? Eight out of 10 haven't even considered it as a career path.

How we help: In honor of [Insurance Careers Month](#), we're giving our agents three quick tips to attract these employees to the insurance industry.

1. Be more flexible. As a generation that places high value on work and life balance, Millennials would rather focus on results instead of a 40-hour work week. That's why one of the hottest recruitment and retention tools on the market is work-from-home and flexible work options. Ultimately, the more flexibility you can give, the more Millennials you'll get.

2. Build a better benefits package. According to a recent [State of the American Workplace Report](#), Millennials have no problem leaving for a job with better benefits. We recommend looking at the work perks you currently offer, then thinking about what else you could add. Hint: Tuition reimbursement, making your office "pet-friendly" or offering up tickets to a sporting event or local concert sponsored by your agency.

3. Have a passion for philanthropy. Millennials want to do work that matters, so they value companies that "give back" – much more than their older colleagues. Veterans United Home Loans, for example, gives all new hires a \$10 gift card with instructions to "pay it forward." Other companies organize group volunteer days or donation drives.

Your key takeaway: Find at least one way your agency can appeal to a Millennial employee, and be sure to stress it in your next job posting or interview. You can also share our blog post: [4 compelling reasons to work in the insurance industry](#).

You'll also want to know: Agencies can now order brochure racks directly from our Print on Demand (POD) site to display co-branded policyholder brochures, and your agency's first brochure rack order is free! As a reminder, you can access the site through iBIS via the Marketing Tab under Resources. The brochure racks can be found under Agent Materials/General. For questions, feel free to contact marketing@fmins.com.