

JACOBSON

Dear College Graduate:

Congratulations on your graduation! You should be very proud of the hard work you put in to reach this incredible accomplishment.

As you begin your career journey, I encourage you to think about the insurance industry. With an unemployment rate of only 1.7 percent and much of the existing workforce moving toward retirement, insurance will provide substantial growth opportunities for the next generations. The industry is changing rapidly and has roles for people of all backgrounds and interests, particularly those with business transformation skills. From analytics to customer-facing roles and finance to marketing, there is a career for you in insurance.



However, careers are no longer only about job progression; we are seeing younger professionals seek out companies that positively impact the world around them. Along with the obvious benefit of insurance—protecting customers during some of the worst moments of their lives—the industry is an important support mechanism for economic opportunity. Whether a new bakery is covered from fire damage or a basketball player is protected in case of injury, insurance provides a safety net for people’s livelihoods and passions.

In addition, you will find the industry very mission-driven. Many companies work with a variety of charitable organizations, giving back through volunteer hours in the office, paid time off devoted to volunteering or company outings with proceeds benefiting a chosen charity, among other pursuits. In insurance, you will have the opportunity to further your career while improving lives within your community.

Though the insurance industry is full of opportunity, you still need to determine the right role for you. The best way to find your fit within insurance, or any industry, is to make a commitment to identifying your interests and the organizations that align with them. You can start learning more about the insurance industry with resources from industry advocates such as MyPath and Gamma Iota Sigma. I also suggest staying current on industry news from AM Best, Insurance Journal and other insurance-specific media. Additionally, many associations reduce registration costs for recent graduates looking to attend local events; this is a great way to network while learning more about what the industry has to offer.

The insurance industry will only continue to expand and transform. With a growing focus on innovation and the customer experience, insurance needs new professionals and leaders with a variety of talents. If you are a driver of change, an innovator, a critical-thinker or a problem-solver, I am confident you will find your place in our industry.

Best,

Gregory P. Jacobson
Co-Chief Executive Officer

#OpenLetterToCollegeGraduates
#InsuranceCareersMovement