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years, the Property  
Casualty Insurance  
Industry has been  
talking about a  
"looming talent crisis".

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interested in an  
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## **Insuring Tomorrow: Engaging Millennials in the Insurance ...**

Making things worse  
insurance has a bad  
reputation in society  
and only 4% of  
Millennials report  
having an interest in

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working in the industry.

In the last few years  
we have been hiring  
thousands of

Millennials, but we  
haven't done a good  
job of engaging them  
and retaining them in  
the industry.

## **Insuring Tomorrow: Engaging Millennials in the Insurance ...**

Engaging millennials in  
insurance. October 14,  
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*Page 10/25*

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people 22-38 years old, are the single force disrupting insurance, according to IBM.

“They don’t buy their father’s insurance and they don’t shop for it the way their parents do,” read an article on its web site.

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Tony Cañas (2017,  
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## Insurance Industry **[BEST SELLING]** **Insuring Tomorrow: Engaging Millennials in ...**

Insuring Tomorrow is a minimal investment of money (it's only \$19.99) and a quick read for any leader looking to grow in the area of engaging millennials regardless



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of the industry (227 pages). In addition to the book, the activity of the authors on social media combined with the resources available through their website [Insnerds.com](http://Insnerds.com) will be of value to leaders and millennials workers alike.

## **Review: Insuring Tomorrow - [izvents.com](http://izvents.com)**

To read more about how to engage and

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retain young professionals, check out the authors' book, "Insuring Tomorrow: Engaging millennials in the Insurance Industry" (InsNerds, LLC, 2017).

### **How to engage millennials in the insurance industry**

...

3 thoughts on "Advance Praise for "Insuring Tomorrow: Engaging Millennials in the Insurance

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Tomorrow  
Industry"" Andrew  
Fisher. June 19, 2017  
at 6:30 pm Insuring  
Tomorrow. Just ordered  
this, autographed and  
disappointed the book  
corners are dented.  
Reply. Antonio Canas.

## **Advance Praise for "Insuring Tomorrow: Engaging ...**

Mentoring Millennials &  
Engaging Employees. A  
hot topic in our  
industry is the graying  
of our workforce.

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Because of the millennial's growing influence, Vertafore does an annual survey on Millennials in Insurance to "take a pulse of the industry from the millennial perspective." A recent Rough Notes Article suggests that we must "tell a more compelling story about our industry."

**Mentoring  
Millennials &**

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## **Engaging Employees**

Liberty Mutual and Safeco Insurance recently surveyed 2,800 insurance customers - including 1,600 millennials - to learn how millennials view insurance and how they make purchasing decisions. One of our key findings was that millennials are more likely than older generations to learn about and choose insurance agents

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Tomorrow  
through digital  
channels.

**Engaging Millennials In The  
Insurance  
Industry  
Online | Agent for  
the Future**

Soon to be the largest generation in the United States according to Pew Research Center, millennials continue to move into the workplace and make up a considerable portion of the consumer base and

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economy, and Gen Z is following quickly behind.. Download our free guide to reaching and engaging Millennials and Gen Z for financial services marketers.. In addition to having different banking and ...

## **Marketing Insurance to Millennials and Gen Z**

Insuring Tomorrow:  
Engaging Millennials in  
the Insurance Industry.

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Presented at Verisk  
Velocity. As the  
insurance industry  
continues to  
experience mass  
retirements and a  
challenging  
recruitment  
environment, retaining  
Millennials is a top  
priority. Start engaging  
your young  
professionals from day  
one.

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The Jacobson Group**

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Millennials are applying for life insurance in droves, and new application options that allow buyers to skip medical exams can simplify the process.

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