

JACOBSON

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Dear College Graduate:

Congratulations on your graduation! By now, you must have spent almost two decades educating yourself, and that is an accomplishment worth celebrating.



As you enter the workforce, I encourage you to consider a career in the insurance industry where you will have an opportunity to make a difference for yourself and your community. Insurance serves such a noble cause in our society, protecting not only what we love, but who we love and helping people through some of the most difficult times in their lives.

This is a very exciting time to join the insurance industry. The industry is being disrupted by every angle possible. Societal and demographic shifts, the rise of InsureTech, and economic trends are all demanding that insurers think differently and innovate to engage the consumer of today and of the future. We need people who can embrace and drive change, people who can innovate, people who can think critically and solve problems, people who can communicate, and people who can connect big data and provide business intelligence.

In addition to new jobs created through industry development, insurance remains at virtually zero unemployment and on the brink of a mass retirement. There is an incredible talent gap in the industry that will provide so many people opportunities.

I urge anyone who really doesn't understand what the industry is all about to research how insurance impacts commerce and you will find the industry offers meaningful jobs that benefit society every day. Take your time to learn about insurance and how it aligns with your career interests. Resources provided by industry advocates like [MyPath](#) and [Gamma Iota Sigma](#) are a great place to start.

The industry has such a great story to tell and we are eager to engage the next generation of insurance professionals. Most insurance associations welcome students and recent graduates at their local events at a reduced or minimal cost. This is a great opportunity to network, while learning more about the industry. I also suggest staying current on industry news from [AM Best](#), [Insurance Journal](#), [Insurance Nerds](#) and others to help you speak intelligently about the industry and demonstrate your interest.

Regardless of what your individual career aspirations are, I am confident there is a home for you in the insurance industry. I hope you take the time to find it as I am certain you will not be disappointed with the stable, rewarding, limitless opportunities that await.

Best,

Gregory P. Jacobson
Co-CEO

#OpenLetterToCollegeGraduates
#InsuranceCareersMovement