



Work Smarter to Climb the Ladder

JACOBSON

IASA Chicagoland Chapter Meeting
April 25, 2013

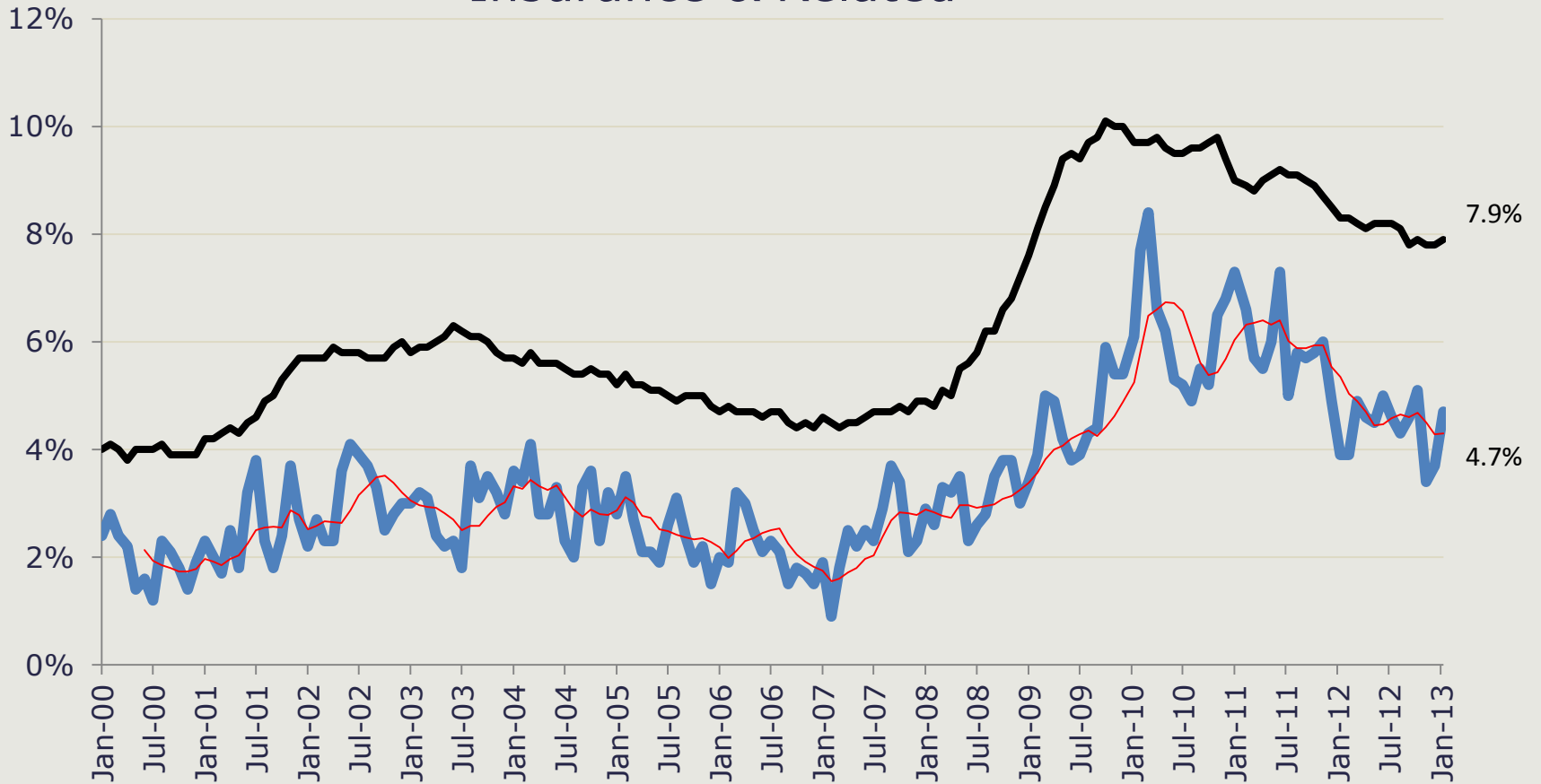


The Current Landscape

Unemployment Rates



— Overall
— Insurance & Related

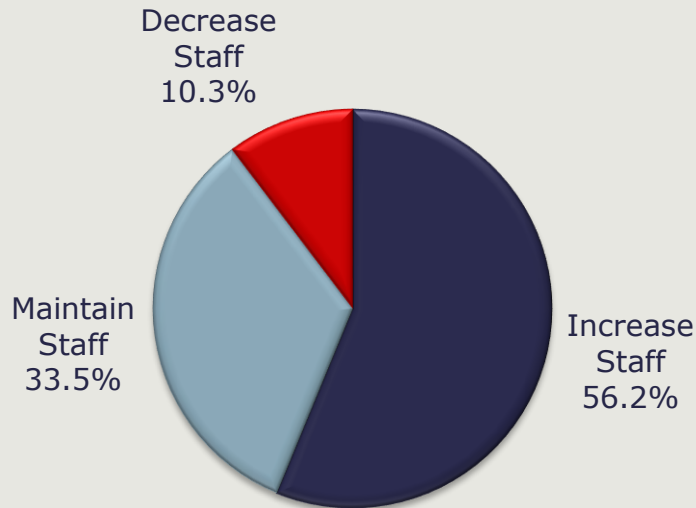


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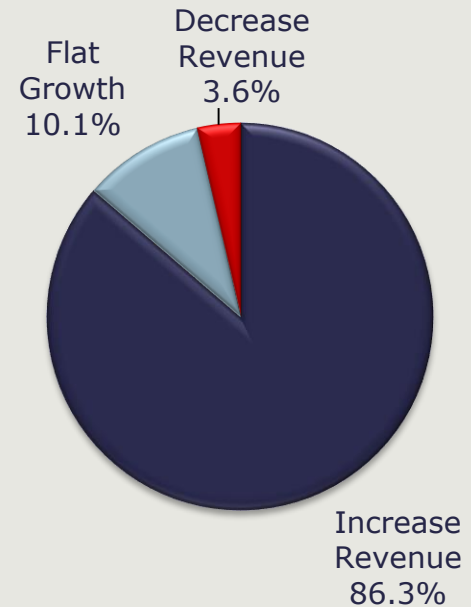
Revenue and Staffing Expectations



12-Month Staffing Plan



12-Month Revenue Plan





Recruiting Difficulty Continues



On a scale of 1 – 10 (10 being most difficult), companies responded that positions are still moderately difficult to fill and recruiting is slightly more difficult in most disciplines than it was a year ago.

Positions rated 5 or above are considered moderate or difficult to fill.

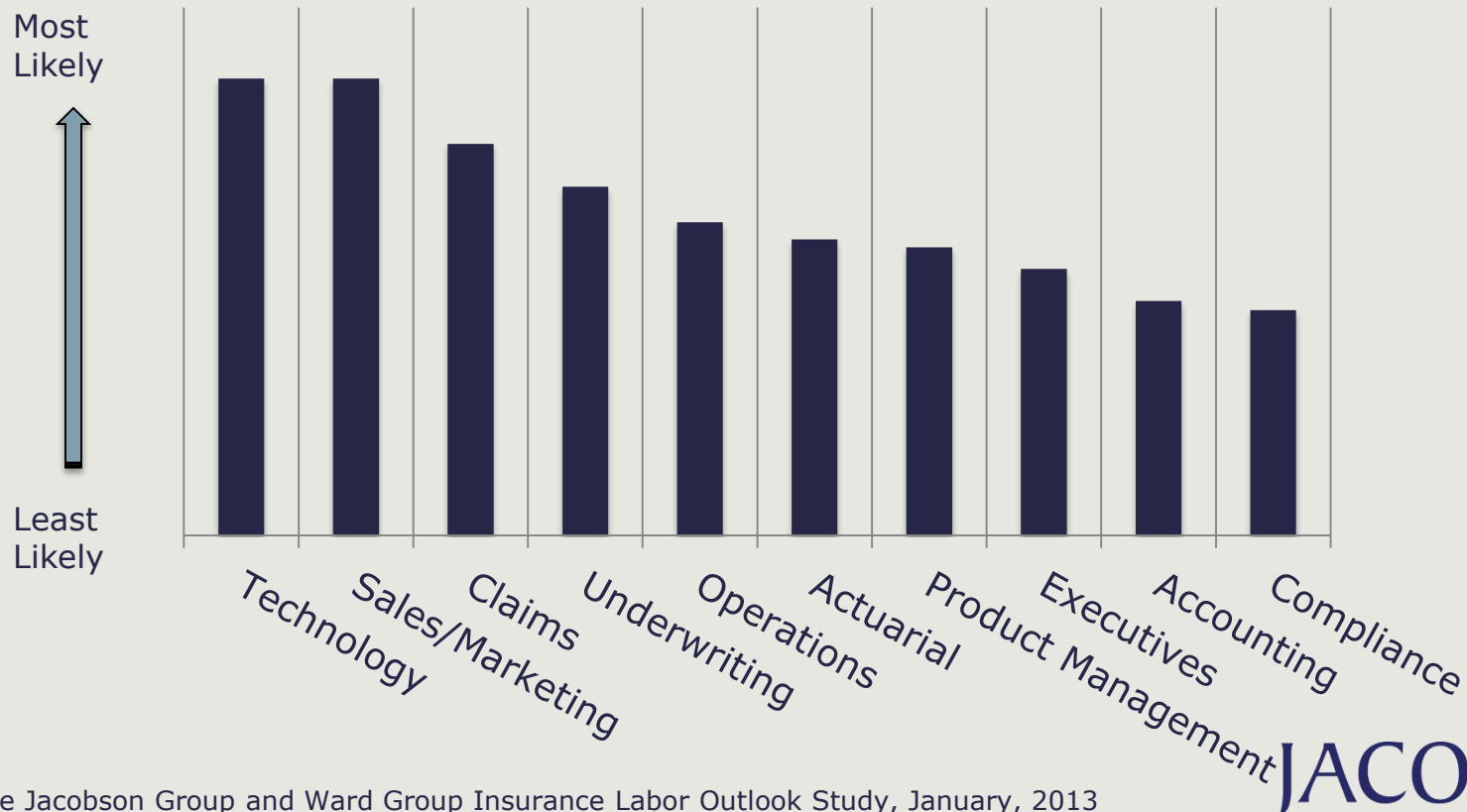
Product line has a significant impact on the ease of filling positions.

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The Demand

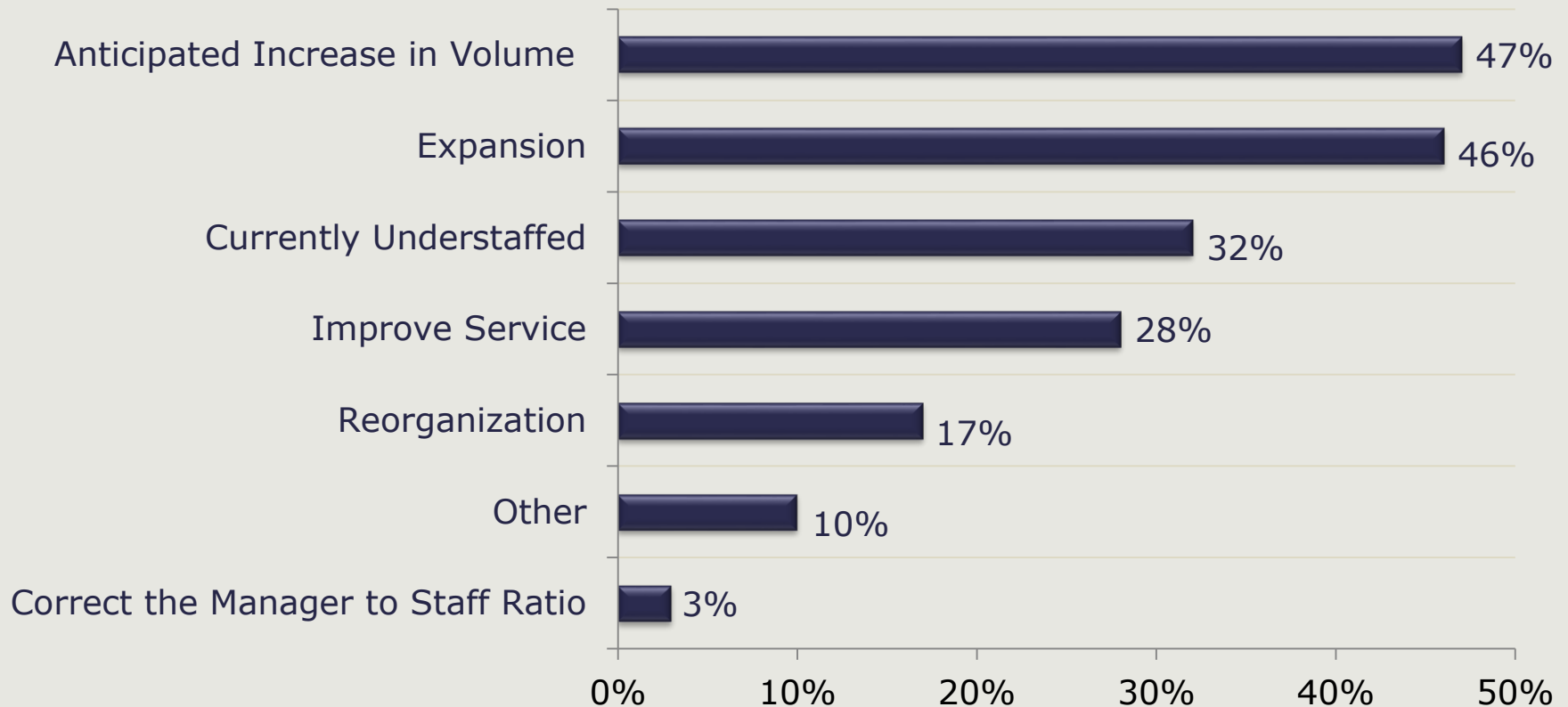
The Semi-Annual U.S. Insurance Labor Market Study asked insurance companies to rate each function in its likelihood of staff increases in 2013.



Staff Increases



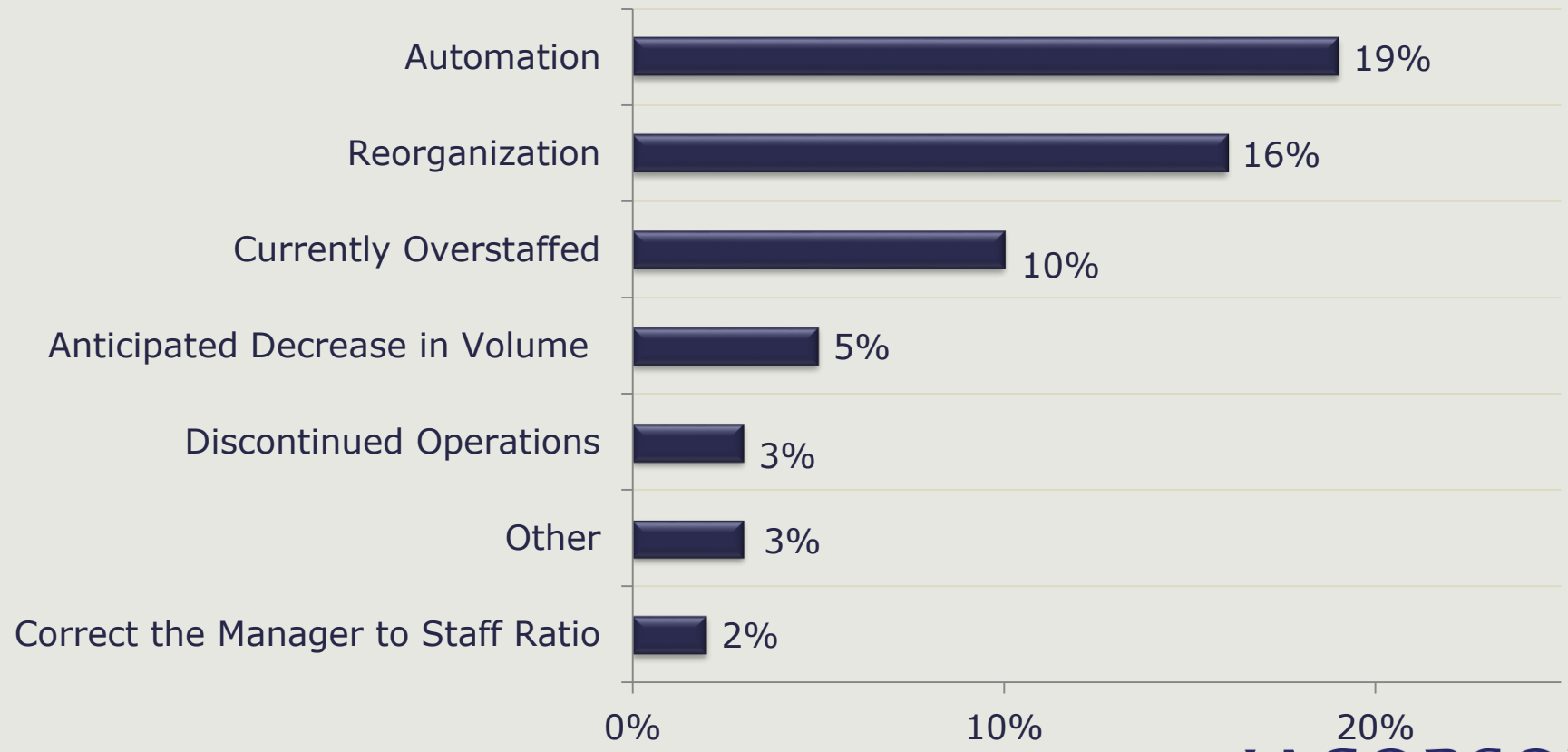
Reason to Increase Staff During Next 12 Months





Staff Decreases

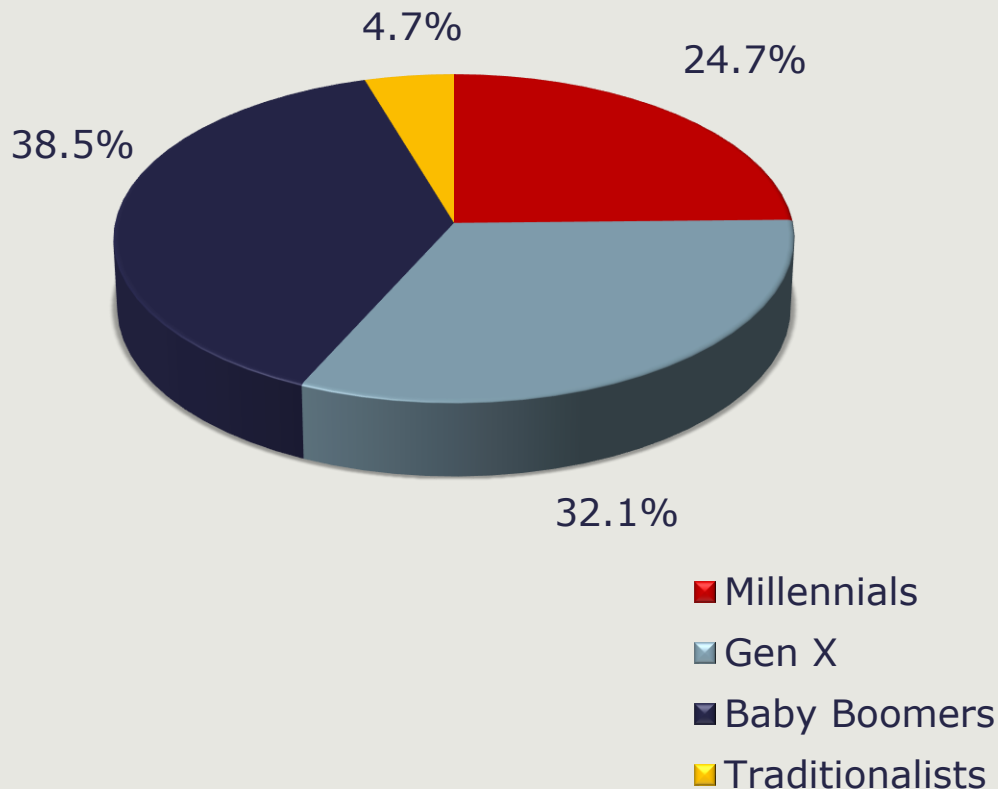
Reason to Decrease Staff During Next 12 Months



Aging Workforce



U.S. Workforce by Generation



The insurance industry currently employs 2.2 million workers.

The average retirement age in the U.S. is 63.

Workers 45 and older account for 48 percent of the insurance industry's workforce. Nearly half of the industry's workforce will be retired or on the verge of retirement within the next 15 years!



Shifting Dynamics

Never in the modern world have there been **four generations in the workplace**; all bring vastly different beliefs, expectations and values.

Never has a generation entered the workplace using such **advanced technologies** as those adopted by its employers.

Never has technology made it so **easy to connect** anyone, anywhere for collaboration.

Never has it been possible to acquire, use and seamlessly integrate talent from **around the world**.



THE DISAPPEARING CORPORATE LADDER

The rise to the top looks a lot different. The top itself *is* different.

Today's career path is likely to be dramatically different from the career expectations someone may have had even 10 years ago.

Skills shortages force companies to consider creative hiring options. Lateral moves, recruiting from outside the industry, and non-traditional backgrounds are all viable options!



Personal Branding



Branding

From the digital world to the real world— personal branding principles stand firm:

Do you have an elevator speech? It will come in handy on your social networking sites.

Be your own publicist! Make others aware of your character, strengths and personality.

Understand that networking is not about what someone can do for you; it is about what you can do for someone else.

Follow up is key!



Critical Questions to Develop Your Personal Brand

1. What do you do?
2. What do you want to do?
3. What sets you apart?



Social Media Saturation

- A new person joins LinkedIn **every second**.
- Facebook has **750 million** users.
- Twitter receives **1.6 billion** queries per day.
- YouTube exceeds **2 billion** views per day.

Social media is an essential component of networking!



Manage Your Digital Footprint

Google yourself!

Control the message that is conjured up when someone thinks of you.

Increase your presence and visibility.

Distinguish yourself from others.

YOU are the CEO of YOU!



It's About Relationships!

It is not about which platform is better than the other; it is about **cultivating relationships.**

Stick to the platforms that most effectively enable you to **engage your target audience.**

Beware of "social fatigue!"

“ New marketing is about the relationships, not the medium. ”

- Ben Grossman
marketing and advertising strategist



What Does it Mean to Work smarter?



Consider Your **ASSETS**

Experience

What you've done,
seen and heard

Skills

Competencies,
behaviors, learned
activity

Talents

Natural strengths,
attributes – things
that are not learned



Now Consider

How are my assets relevant TODAY?
How do these skills differentiate me?
What skills do I employ to solve problems and get things done?



Knowing Our Strengths

Our strengths come from our talents, skills and knowledge (experiences).

Knowing one's strengths is one of the most important insights we can gain for shaping our work future.

We won't be great at anything we don't enjoy.



Stopping Our Weaknesses

Strengths

20 percent improvement on our strengths takes us from good to great!

100 percent improvement on our weaknesses just gets us to average.

Weaknesses

We're likely to sustain no more than two points of improvement.

Focus on moving our job toward our strengths and away from our weaknesses.



Prioritize and Delegate

Identify high-impact and easily obtainable initiatives—do these first!

Learn to say “No” to non-essential demands.

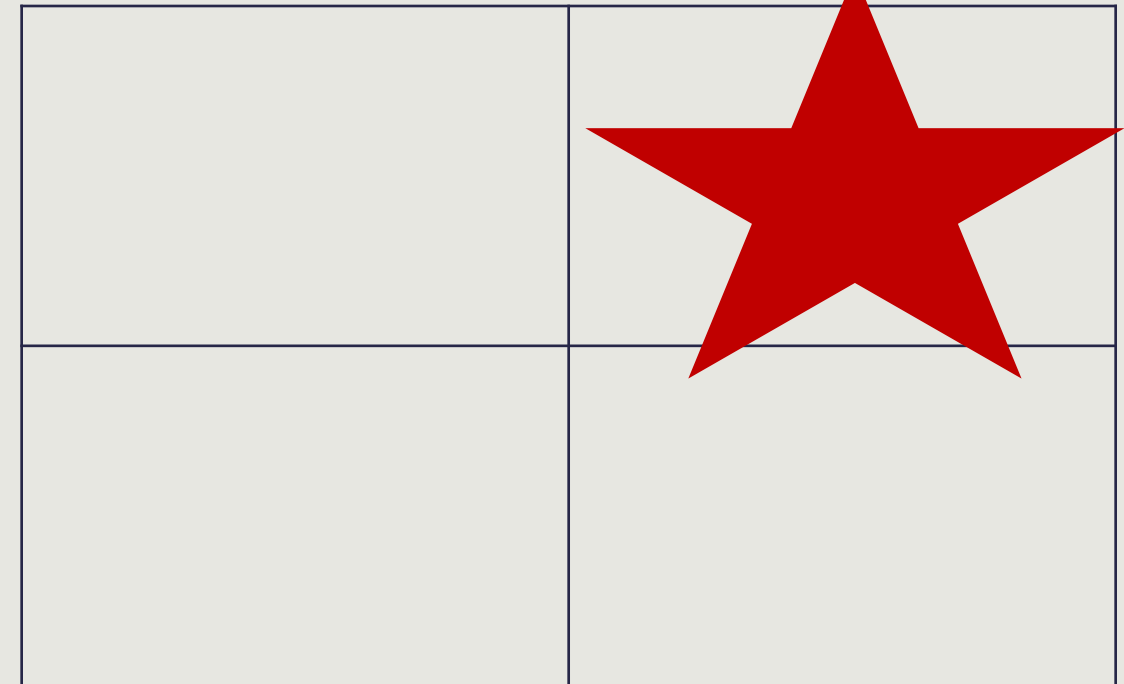


Prioritizing Your Initiatives

Ease/speed of implementation of initiative

10
Very Easy

Very Hard
1



1 Low

High 10

Profit impact of initiative



How Do We Work Smarter to Climb the Ladder?

Understand the shifting dynamics that drive today's labor market.

Think beyond traditional corporate hierarchical ascension.

Develop a unique brand that differentiates. Showcase it across all mediums.

Maximize our strengths; understand our weaknesses.

Prioritize work to tackle high-impact, easily obtainable objectives first.