

BEST'S REVIEW® ISSUES & ANSWERS:

Talent Recruitment

Interviewed Inside:



Mark Berven
Nationwide Property and Casualty

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The Future of Protection

Mark Berven, President and Chief Operating Officer, Nationwide Property and Casualty, said that within the next decade, as much as 70% of job skills could be completely different than what they are today. Following are excerpts from an interview.



What are some of the key talent trends that are affecting the P/C industry?

First is the generational transition in the workforce. As we look today, 50% of the workforce in the property/casualty industry is expected to retire in the next 15 years. You begin to put those numbers together, and you're looking at a potential of over 400,000 positions that are going to go through this transition. Will there be enough younger workers to come in and fill those employment opportunities? Second is competition in our industry for specialized talent. There are just limited resources that we're all going after. That is a really dynamic trend that is playing out in the workforce today. The third is technology. You're hearing about how this is transforming the insurance industry and careers today.

How can industry leaders respond to those trends to meet the talent needs for their business?

This is a great opportunity for our industry. We've long talked about what an awesome industry we're in, and how we can be even more relevant as we look to attract new talent. Gen Z values mission-driven work that can have a positive impact. If you really think about what we do as an industry, we are mission-driven in how we help protect people. In addition to that, it's about partnerships with local colleges and universities. It's also thinking about early career development and how we reach youth organizations and engage in our local communities. What can we do in high schools and trade schools to really begin to expose more people to our industry's central purpose of protecting customers?

How would you convince a recent college graduate that they should work in the P/C industry?

We need to do a little bit of myth-busting. There's a perception that insurance is not a very exciting career. We need to show how our industry is at the forefront of protecting communities where we live and work. It's never been a more exciting time to be in the industry, and there's a lot of change happening driven by technology and AI. There's also something about stability. Insurance is always going to be a need, and so as we think about attracting young talent to an industry that has an outlook for the future that is positive, our industry provides that. We have a great story to tell.

Mark Berven

President and Chief Operating Officer
Nationwide Property and Casualty



"It's never been a more exciting time to be in the property/casualty industry. We have a rare opportunity to shape the future of protection."

Scan or click to watch an interview with Mark Berven.

What is the opportunity that you see to shape the future of protection?

Historically, there's been more of a repair-and-replace mindset within our industry. Advancements in technology and AI are enabling us to make a shift to a predict-and-prevent mindset to help customers avoid life's disruptions before they occur. As we continue to think about what future opportunities there are, we have to ask the question: How do we get better at the consultation and risk services that we can provide to customers? Whether it's offering telematics solutions, loss control expertise to enhance safety, or technology that can help detect potential fire hazards or water leaks, we need to shift that entire mindset from "We're here to take care of you after something happens" to "We're here to help you avoid negative impacts to your business, negative impacts to your home and living situation." We've got a really unique value proposition, and the time is right with these technological advancements and capabilities that are out there. Customers want to know that there is value for the protection they are paying premiums for—so how do we show that in more meaningful ways, and have real interactions that are a value-add? That's the future of protection.

