

In today's rapidly evolving workplace landscape, staying ahead means understanding and integrating the unique perspectives and talents of each generation. Enter GenZ, the cohort born between the mid-1990s and early 2010s, bringing with them a digital fluency and entrepreneurial spirit that can revolutionize the insurance industry. While this sector has been traditionally slow to embrace change, harnessing the potential of GenZ can propel it into a new era of innovation and growth.

Understanding and motivating GenZ

GenZ represents a significant and growing segment of the workforce, projected to comprise 20% by 2025 in South Africa. Their characteristics differ from their millennial predecessors; they are tech-savvy, entrepreneurial, value authenticity and diversity, and seek meaningful work coupled with a supportive work environment.

To attract and retain GenZ talent, employers must understand their motivations. They seek meaningful work, opportunities for growth, flexibility, and a healthy work-life balance. Employers who can offer these benefits stand to attract top talent from this generation.

The benefits of embracing GenZ

Integrating GenZ into the insurance industry brings several advantages. Their digital fluency and fresh perspectives can drive innovation, helping insurers adapt to changing market dynamics. GenZ professionals can enhance online presence and customer engagement, facilitating the industry's digital transformation.

Facilitating integration

To successfully integrate GenZ into the insurance workforce, employers should adapt their workplace culture and practices.

This includes aligning company values with GenZ's, utilising social media for recruitment, offering flexible work arrangements, leveraging technology for productivity, and fostering multigenerational collaboration.

The future of the insurance industry

GenZ's entry into the insurance industry signals a new era of innovation and disruption. Their proficiency in technology will catalyse the automation phase, leading to more efficient processes and customer-centric solutions. Employers must embrace this shift to thrive in the digital age.

In conclusion, embracing GenZ is not only necessary but also an opportunity for the insurance industry to evolve and thrive. By understanding their unique traits and motivations, and adapting workplace practices accordingly, employers can position themselves for success in the future. As the industry moves forward, let's embrace the potential of GenZ and leverage their talents to drive innovation and growth.

So, let's embrace the future with open arms and adapt to the changing dynamics of the insurance industry.

EMBRACING GEN Z INTO THE INDUSTRY: a guide for employers



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of empowerment, with purpose.

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bureaucracy, or
just a **motivated
decision-maker?**

What are you **looking** for
in an insurer?

We are *People you can talk to.*



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