

Are you ready to make the investment?



As your baby boomer employees get closer and closer to retirement age, your need for knowledgeable and experienced people to replace them grows.

But real professional development requires a long-term commitment and investment in your employees—especially your younger employees.

The Institutes have provided this list of questions to get you and your organization thinking about professional development in a holistic way.

- Do you know how your employees like to learn?
- How long does it take to develop employees?
- Do you know how many of your employees may leave your organization in the next 5 to 10 years?

The effectiveness of professional development is directly proportional to an organization's level of **commitment to it.**

Use these questions to start the conversation about how your organization can prepare for the effects of the coming boomer retirement wave.

The American Institute for CPCU and the Insurance Institute of America have a wide variety of professional development solutions and services to help you.

Do you know how your employees like to learn?

Learning preferences are changing, and they may surprise you. The best way to find out how your employees prefer to learn is to ask them. Conduct an informal survey; even if it's just in your own department. In doing so, not only will you demonstrate that you truly care about their professional development, you may well prevent them from undertaking a path that is ill suited for their skills and interests. To help you find the right fit for your employees, we offer a free advising service.

If you ask your employees about their learning preferences, you will most likely find a wide variety. Some like online learning, some like traditional classrooms, some like independent study, some like lunchtime study groups, and some may like a combination of these—a blended solution.

One size simply doesn't fit all when it comes to professional development. Fortunately, the Institutes offer learning solutions that will fit with your employees' unique needs and preferences.

How long does it take to develop employees?

We view professional development as a lifelong process, from Hire to Retire. As your employees grow and advance, their professional development needs will change. Your organization needs to be committed to a program of lifelong learning to help retain employees and have them prepared to take on advancement opportunities when they arise. Here again, the Institutes have a variety of knowledge solutions for employees at every level of your organization—from the newest hire (Insurance Essentials or Introductory Series) to the most experienced executive (executive education at Wharton).

Do you know how many of your employees may leave your organization in the next 5 to 10 years?

This is a hard question to answer. Of course, you can guess that anyone in the age range of 57–62-years old could be announcing retirement sooner rather than later. But what about younger employees? You need to ask yourself some serious, soul-searching questions. Am I retaining the right people? Am I challenging my younger employees? Are my employees engaged in our organization and its mission? Are we providing adequate professional development opportunities that will encourage employees to stay?

The Institutes offer a wide range of professional development solutions suitable for employees at every level of every function in your organization. With solutions that include COMET Online Learning, INTRO, the Program in General Insurance, a variety of specialty programs, and CPCU, we can help you meet your unique educational needs, from Hire to Retire.

We will partner with your organization, learn about your needs, and provide you with some tools to help you remain competitive and successful.

Contact the Institutes to learn how we can help you prepare for an upcoming talent gap and grow your business by developing your most important asset—your people. Call Customer Support at (800) 644-2101 or e-mail customersupport@cpcuia.org.

Look for the rest of this series on our Web site, www.aicpcu.org.