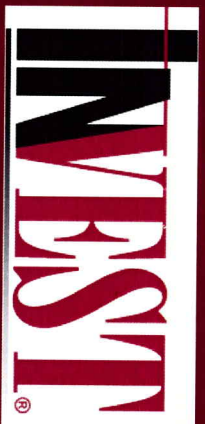


Kentucky Insurance Workforce Development Foundation (KIWDF)

Working in partnership with InVEST to help bring the program to students in the state, is the Kentucky Insurance Workforce Development Foundation (KIWDF).

The KIWDF is a 501(c)3 non-profit that was developed to assist with bringing resources to support the InVEST program. It was first developed by the Independent Insurance Agents of Kentucky (IIAK), an organization that serves independent insurance agents as its members, functions independently of IIAK.

If you have questions regarding the InVEST program or would like to get involved, contact (502) 245-5432.



Tap into the
NEXT GENERATION
of
INSURANCE
PROFESSIONALS



The War for Talent

Think about the best people in your office. Now imagine they're gone. How will you replace them? Where will you recruit educated young agents, CSRs, underwriters, managers and the like?

This is not a parlor game, but a serious question for all insurance industry owners and managers. Because there is a shortage of new talent in our field, a scarcity of bright young men and women to lead our businesses through the next three or four decades is looming.

What is the industry response to this scarcity? InVEST

The InVEST program in Kentucky is on the vanguard of workplace development for the insurance industry. It is the program that will lead the industry in the recruitment and training of young people through specialized community college classes and vocational institutes.

InVEST

The InVEST program in Kentucky will help students understand insurance and money management while introducing them to financially rewarding career opportunities that allow them to embrace their passion.

This program is designed to provide hands-on training in insurance and risk management, so students can become savvy insurance consumers and gain skills to help them become a successful insurance professional after graduation. By participating in an InVEST course, students will learn about:

- Managing risk
- Issues in automobile insurance (DUI, accidents, speeding and more)
- Personal Auto Policies
- Marketing and Sales
- Cost of Insurance
- Business Operations
- Rewarding Careers
- Property Insurance
- Homeowners Liability Insurance and more

At the completion of the program, students will earn a fully accredited two year education certificate and be credited with the Insurance Institute of America AAI designation.

How Will You Benefit?

You are probably asking, how your business will benefit.

Through the InVEST Kentucky program, you will:

- Have access to students through the InVEST internship program that is undertaken as part of the educational curriculum.

- Gain a workforce pipeline of recruits that have the potential to be the future leaders of your business.
- Not only are these recruits talented, but are highly knowledgeable and eager to jumpstart their career in insurance.
- The potential recruit you gain, will be a professional that is accredited with the Insurance Institute of America - AAI.
- The future of the insurance industry is sustained, which also assures the future of your business.