

The Actuaries' Club of the Southwest – Spring Meeting  
June 20–21, 2013

# Game Changers in Hiring

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## We've Lost...

- ▶ Leisure Time
- ▶ Cassettes & CDs
- ▶ Dial-Up Internet
- ▶ Film Cameras
- ▶ Yellow Pages & Maps
- ▶ Dictionary/Encyclopedias
- ▶ Fax Machines
- ▶ Single Function Devices
- ▶ Dot Matrix Printers
- ▶ Handwritten Letters
- ▶ Land Lines
- ▶ Knowing Phone Numbers
- ▶ Face-to-Face Communication
- ▶ Privacy

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## We've Gained...

- ▶ iPods, iPads, iPhones
- ▶ Smaller; Faster; More Memory
- ▶ GPS; Wikipedia
- ▶ Twitter, LinkedIn, Facebook, Google+
- ▶ Googling, Poking, Tweeting, Messaging
- ▶ YouTube
- ▶ Texting
- ▶ Webcasts, Podcasts, Virtual Meetings
- ▶ Cloud Computing

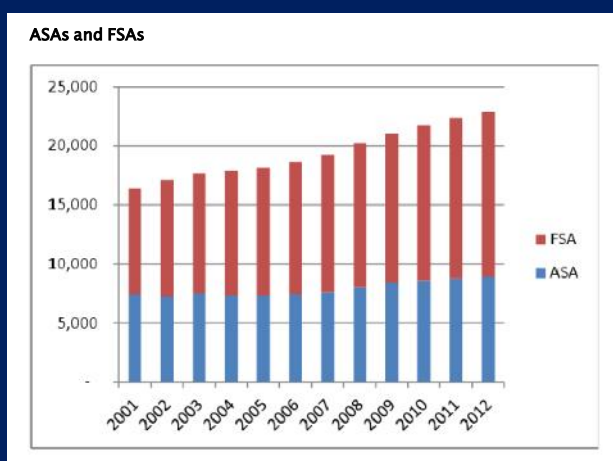
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## Outline

- ▶ SOA Demographics
- ▶ Employers
  - What They Want
  - How to Attract
- ▶ Actuaries
  - How to Improve Value Proposition
- ▶ Social Media
- ▶ Networking

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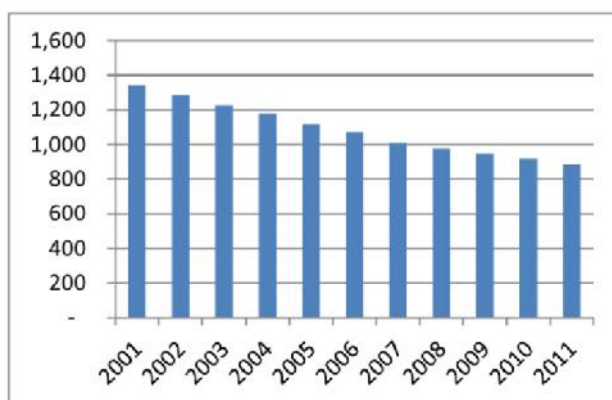
## Society of Actuaries Membership



Source: Society of Actuaries – Actuarial Directory;  
Analysis of Membership

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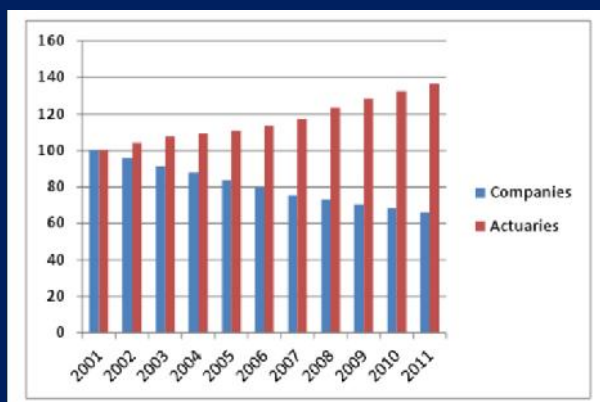
## Life Insurance Companies in the U.S.



Source: ACLI tabulations of NAIC Data

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## Companies & Actuaries, Normalized



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## Analysis of Membership by Type of Employment

Category	2002	2012
Ins Co	41%	46%
Consulting	35%	30%
University/College	1%	1%
Inv Banker/Banks	2%	2%
Retired	9%	3%
Unaffiliated	7%	11%

Source: Society of Actuaries - Actuarial Directory;  
Analysis of Membership

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## Regional Membership

REGION	TOTAL FSAs AND ASAs			
	1995	2005	2012	% INCREASE FROM 1995 TO 2012
CANADA	3,153	3,485	4,181	33%
UNITED STATES	11,411	13,551	16,209	42%
REST OF WORLD (ROW)	1,248	1,780	3,147	152%
<b>TOTAL</b>	<b>15,812</b>	<b>18,816</b>	<b>23,537</b>	

Source: Society of Actuaries - Actuarial Directory;  
Analysis of Membership

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## Growth in Asia



Source: Sikaras, Martha, & Wai Ling Yung. "International Focus: Challenges for Actuaries in Asia." *Actuary Magazine*, 9.2 (2012): 28-31. Print.

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## What Employers Want

- ▶ Quantitative & Qualitative Skills



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## Quantitative Skills

- ▶ Strong Technical Skills
- ▶ Ability to Analyze Results
- ▶ Ability to Drill Down to What's Important for Business Decisions
- ▶ Programming
- ▶ Creative Problem Solving
- ▶ Effective in the Weeds & at 10,000 ft.

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## Qualitative Skills

- ▶ Communication
- ▶ Interpersonal Skills
- ▶ Ownership of Personal Skillsets
- ▶ Relationship Building
- ▶ Adaptable to Change
- ▶ Ability to Influence
- ▶ Presentation Skills
- ▶ Organizational Sensitivity
- ▶ Results Driven; Decisive
- ▶ High Energy/Enthusiasm
- ▶ Strategic Thinking
- ▶ Management/Leadership
- ▶ Business Savvy
- ▶ Second Language

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## Attract the Talent You Want

- ▶ Be Flexible
- ▶ Recruit for Skills and Ability
- ▶ Be Responsive
- ▶ Clearly Articulate the Opportunity
- ▶ Strong Relocation Packages
- ▶ Pull the Trigger
- ▶ Use an Outstanding Executive Recruiter

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## How to Improve Your Value Proposition

- ▶ Self Analyze
- ▶ Be Proactive/Take Ownership
- ▶ Seek Feedback
- ▶ Build Relationships
- ▶ Create an Online Presence
- ▶ Choose a Mentor/Coach

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## The Role of Social Media

- ▶ Entertainment
- ▶ Networking
- ▶ Hiring
- ▶ Job Hunting



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## Three Most Popular Social Media Sites

1. Facebook  
750,000,000 – 1 billion visitors/month
2. Twitter  
250,000,000 – 500,000,000 visitors/month
3. LinkedIn  
110,000,000 – 200,000,000 visitors/month

Source: <http://www.ebizmba.com/articles/social-networking-websites>  
Source: eBiz/MBA/Top 15 Most Popular Social Networking Sites/June 2013

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## Social Media Trends: Strategy, Policy, & Usage

### ▶ Survey Results

Marketing 35%, IT 17%, & HR 14% – responsible for SM activities

12% – Identify at least one full time SM employee

28% – Have SM strategy

21% – Measure ROI for SM efforts

39% – Monitor employee SM activities

33% – Report taking disciplinary action

20% – Utilize for internal communication

40% – Have a SM policy

Source: Costello, Adriana. "Social Media Trends: Strategy, Policy, and Usage [SHRM Survey]."  
JumpStart: HR. 19 MAR 2012. 1-2. Web. 15 Jun. 2012. <<http://jumpstart-hr.com>>.

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## LinkedIn – “Facebook with a Tie”

- ▶ Join Groups/Blogs within Your Area of Focus
- ▶ Follow a Company
- ▶ A Forum for Advice
- ▶ Get and Give Recommendations
- ▶ Check Job Boards

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# Networking

- ▶ Why am I reluctant?
- ▶ What is it?
- ▶ Why should I care?
- ▶ How is it done?



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# Caution!

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## Recommended Reading

- ▶ *I'm On LinkedIn – Now What? (3<sup>rd</sup> Ed., 2011)*  
by Jason Alba



- ▶ *Don't Interview...Audition!*  
by Barbara J. Bruno, CPC, CTS

- ▶ *How to Win Friends & Influence People*  
by Dale Carnegie



- ▶ *The Case for Social Media*  
by Annmarie Geddes Lipold

- ▶ Visit [www.lcmassociatescareers.com/register.php](http://www.lcmassociatescareers.com/register.php) for training on how to effectively market yourself & tips for having a successful interview.

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