

Private Label Talent Program

Finding and developing the next generation of leaders for a Midwest Agriculture Insurance company with no experience recruiting new Claims Adjuster talent.

Our client is one of the most respected crop insurance names in the industry. But despite their success, they had little-to-no experience attracting and developing a new generation of leaders. With an aging workforce in a traditionally homogeneous industry, our client knew they needed to start thinking about the future. That's why they engaged ThreeBridge.

We aren't experts in crop insurance, but our client is. We're experts in **discovering, attracting, developing,** and retaining future leaders.

After a few months of analysis, we built a **custom recruiting model** that targeted Agriculture and Business programs at 8 campuses nationally. A new, **client-specific interview process** included insurance-based case studies and video interviews to keep regional field employees closely involved in key hiring decisions.

We **built a 3-week training program** that emphasized soft skills like customer service and communication as well as 101 and 201-level crop insurance content. All new hires, as well as dozens of existing employees, were enrolled in the training.

By the time we finished, the client had 25 new employees, three weeks of training content, a new career path model, two new positions, and strong relationships at some of the best universities in the nation.



86 % retention
after 3 years.

8 Campuses
visited yearly.



*Over three hundred and
forty interviews held.*

**TWO
YEARS**

500+
Resumes received.

Two hundred and eighty hours of training delivered in three two-week sessions plus five full-day brush-ups.

25

**TOTAL
NEW
HIRES**

The Problem

1. Historically difficult to attract new employees to Midwest.
2. No career paths existed for Claims Adjusters.
3. Existing interview process was outdated and ill-equipped to assess new talent (with little experience).
4. Management had little practice managing less-experienced employees.
5. No new employee orientation, and no training specific to Claims Adjusters.
6. No presence on social media or job boards, and minimal information on client's website.
7. No recruiting collateral for career fairs and other events.

The Solutions

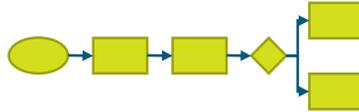
- 1 We broke the country into regions and enabled new hires to work remotely.



- 2 Full career path, including the option to move from the field to corporate, built in under a year. As our client continues to grow, more new positions are being created.



- 3 A custom interview process helped identify candidates with strength in both Business and Agriculture, and included a custom case study the client uses to this day.



- 4 Management was trained in all new technologies and business processes, and new employees together with managers developed new status reporting ideas and feedback loops.



- 5 We built three weeks of training, including one week of soft skills, one week of technical training specific to the Claims Adjuster role, and one week in the field.

This training was mandatory for all new employees, as well as key members of existing staff.

- 6 Profiles on social media, including primarily LinkedIn, created to raise awareness. Job descriptions, interviews with current employees, and career path information posted to campus boards and top recruitment sites.



- 7 Using a refreshed brand image, we built posters, handouts, and trade show material to take around the country on campus visits and for career fairs.



Training Agenda

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	<ul style="list-style-type: none"> • The Company Story • HR/Benefits • Office Walk-Through • Team Introductions • Business Etiquette 	<ul style="list-style-type: none"> • Professional Profiles • Dress Code • Influencing Others • Inductive Comm • Facilitating Meetings 	<ul style="list-style-type: none"> • Creative Problem Solving • What I Like About Working Here #1 • The Myth of Multitasking • Executive Email 	<ul style="list-style-type: none"> • Managing Ambiguity • Impactful Presentations • Professional Networking • Networking Event (field employees) 	<ul style="list-style-type: none"> • Office Tech (PCs, Phones, Printers, Tablets) • What I Like About Working Here #2 • Week 1 Working Session
Week 2	<ul style="list-style-type: none"> • History of Crop Insurance • How We Make Money • Process Maps, activity • Loss Examples • Loss or No Loss (game) 	<ul style="list-style-type: none"> • The Strangest Claims We've Ever Seen • Introduction to Units and Unit Structure • Acreage Reports • Prep for Field Visit 	<ul style="list-style-type: none"> • Field Visit to Partner Producer (all day) 	<ul style="list-style-type: none"> • Debrief from Field Visit • Common Perils (working session) • Sales & Marketing (with field rep) • Common Perils Presentations 	<ul style="list-style-type: none"> • Field Visits (producers, grain elevators)
Week 3	<ul style="list-style-type: none"> • Technology (all day) 	<ul style="list-style-type: none"> • Introduction to Underwriting (all day) 	<ul style="list-style-type: none"> • Introduction to Claims (all day) 	<ul style="list-style-type: none"> • Introduction to Audit and Compliance (all day) 	<ul style="list-style-type: none"> • Field Visit (all day)

