Pinnacol Assurance had been actively seeking ways to reinvigorate its talent acquisition strategy. During a trip to Switzerland to see first-hand the country’s youth apprentice model, Pinnacol’s CEO was challenged to think differently about his hiring approaches. Soon after, the company was the first to join CareerWise Colorado—and today, Pinnacol hosts CareerWise’s largest cohort of high-school apprentices. Pinnacol considers its investment a competitive advantage and is in it for the long haul.

**APPRENTICE CONTRIBUTIONS**

Pinnacol’s apprentices support 23 work teams—primarily in claims, underwriting, customer service and information technology—and already sees a return on its investment through the apprentices’ support of daily operations.

“They are taking on roles and responsibilities that free up full-time, salaried staff to focus on the more technical aspects of their jobs,” said Mark Tapy, Pinnacol’s program manager. He estimates that from a strictly hourly standpoint, the company recoups about 80 percent of wages paid for the work produced.