

# Culture POINT

a guide to our culture and a strategy for success.



FERGUSON INSURANCE TEAM

# Why

are we focusing on

“culture”?

Because culture drives who we are in the marketplace, regardless of what market conditions there may be (i.e. product availability, rate increases, etc.). Culture is who we are at our core; strategy is a way to achieve a goal or set of goals.

Peter Drucker says,

“Culture eats strategy  
*for lunch.*”

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## culture

a way of thinking, behaving, or working that exists in a place or organization (such as a business)

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## We promote and reward leaders who live the culture

### **Basis for promotion:**

- Actions consistent with our culture.
- Demonstrated achievement (Job Performance).
- Consistent achievement for a sustained time frame.
- Leadership ability and potential.
- Accumulated sweat equity.
- A *"what more can I do to help?"* approach to work every day.

## Hiring: Cultural fit is a competency-not an extra!

### **Not the Right Fit:**

- Those who repeatedly breach our cultural values will not last long, regardless of their work performance.

## *Accuracy and Speed*

We measure people by how accurately and how quickly they get their work done. We are in a time-sensitive business. Some people are accurate, but so slow, it doesn't get done in time. Others may be very fast, but their work is not accurate, and therefore of little use, or worse, is actually harmful to our business. We look for the right combination of speed and accuracy.

## **Own your mistakes**

Everyone makes mistakes. Our team members don't make excuses, they own their mistakes, and learn from them, so as to avoid repeating them.

## Unity

All employees are encouraged to voice their opinion as it pertains to helping the Agency grow and meet our objectives. Not all opinions can be followed or implemented. When an agency decision has been made that differs from an

individual's own opinion, our people understand and respect that their opinion was heard, but, ultimately, not acted upon. They fully support the direction that was chosen and root for its success.

## Guardians of the Culture

Our team members don't look the other way when they see behavior that isn't consistent with our values as an Agency. They know that people are worth the discomfort that may come along with a

tough conversation. They also know that addressing their concerns with the right people is never wrong. Doing nothing in the face of a violation of our culture is unacceptable.

## Consistency

We value consistent behavior and actions. We value those who we know we can expect excellence from on any given day, regardless of circumstances.

## Discrimination

People have inherent value. All people. Customer-people, employee-people, team member-people. Discrimination of any kind will never be tolerated in our Agency.

## Growth

We embrace growth, and everything that comes with it; the opportunities, challenges, and the changes.

## Habits

We form our habits, and then our habits form us. Our people seek to develop good habits that drive success, and eliminate the bad habits that are toxic to our culture.

## Preserve the Core and Stimulate Progress

We will keep clear the distinction between "what we stand for" (which will never change) and "how we do things" (which should never stop changing).

## Accountability & Performance

We're like a pro sports team, where every roster spot is earned, performance demands more playing time, and is rewarded by more opportunities to

impact the team. Our people understand that coaching never stops, even for the most talented players.

## We Have Enough to Win

In times of rapid growth, challenges, or unexpected obstacles, our team searches for and finds a way to get the job done rather than coming up with reasons why they can't.

## Our Overarching Goal

is to be a point of integrity in the marketplace for all who interact with us.



## We will accomplish this objective by:

- Always doing what is right by people.
- Separating ourselves from our competition by providing the highest level of service to our clients.

# Actions We Value:

## **Team members who demonstrate the following actions are aligned with our culture:**

- Inspire and motivate rather than intimidate or manipulate.
- Love helping people.
- Always search for the best answer, not the easy or familiar one.
- Know that disappointments are a part of life and business, and know how to handle them positively.
- Realize their dispositions are far more important than their positions.
- Understand their character is a reflection of our Agency.
- Will be honest in small things as in great things.
- Follow a moral compass that points in the right direction, regardless of trends or circumstances.
- Work together as a team to get better both individually and as a whole.
- Ask for help when they feel they need it.
- Believe whole-heartedly in themselves and in the Agency.
- Are students who realize that they should constantly be growing both professionally and personally.

# OUR MISSION.

is to build an agency that honors God, serves people,  
and creates and opportunity for personal, professional,  
and financial growth for everyone involved.

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