
**From Sweatshop to Top-Shop: How 'Generosity'
Helped Shape a Workplace Culture to be
Included in the “Top 25 Best Small Companies
to Work for in America” for the Last Four Years**

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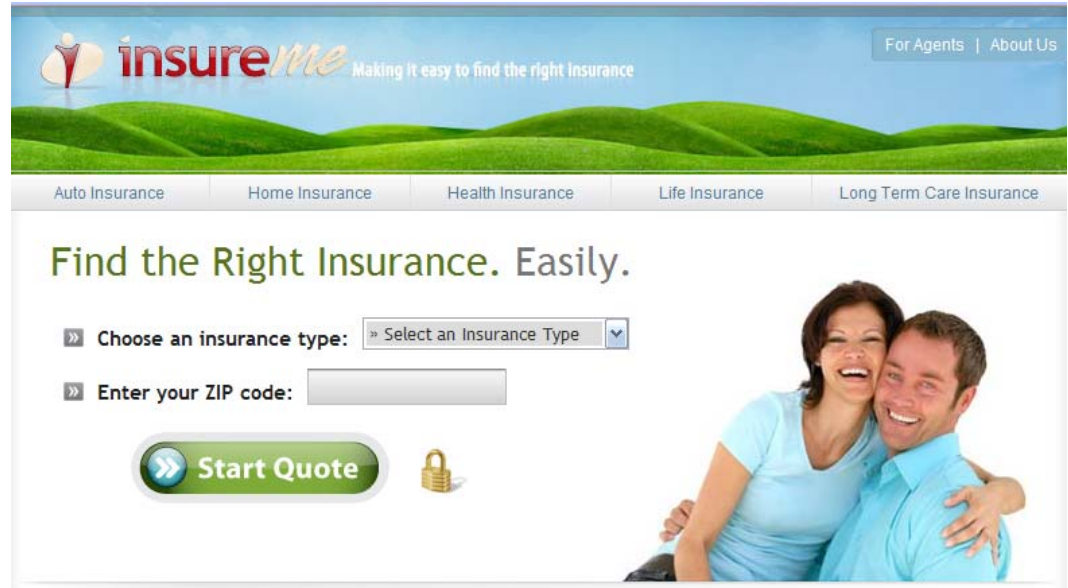
About Tim



- Married for 18 years
 - Father of 3 children
 - Colorado native
 - Raised in a Christian home
 - Started InsureMe in 1993
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About InsureMe

- www.insureme.com
- Free referral service
- Lead provider for insurance agents
- One call/online entry matches you to 5-8 competing agents
- Sold to Bankrate in February, 2008



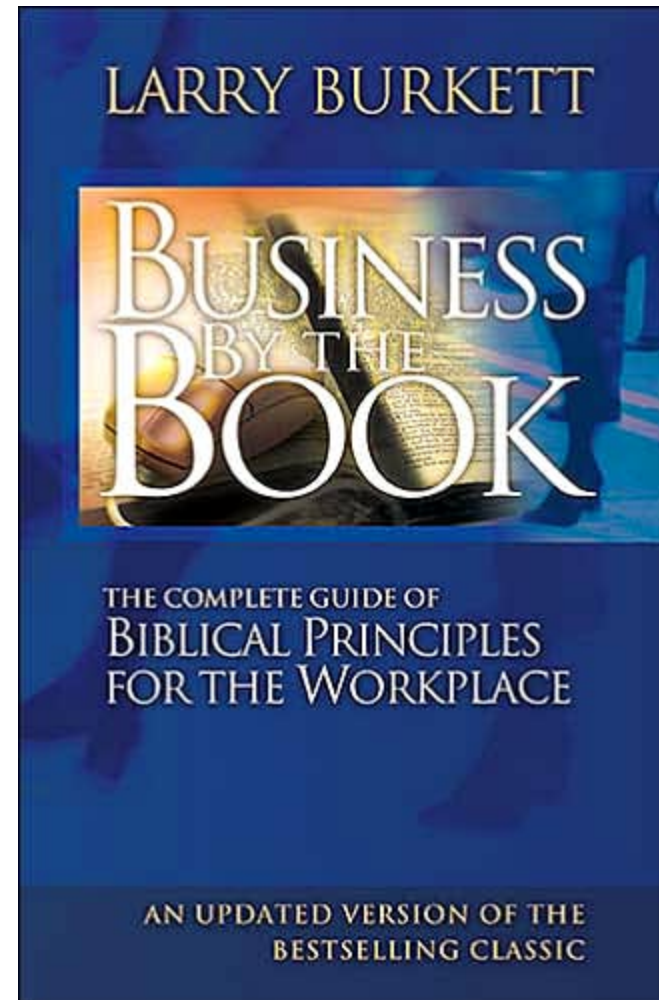
InsureMe – The Early Years

- An abusive culture
 - No benefits
 - Low wages
 - Frequent yelling and cursing
 - “These employees should be thankful they have jobs.”
 - Culture? People do their jobs and go home
 - No strong moral leadership
- 300% Turnover – many leaving in tears



A Paradigm Shift

- My spiritual life and work life were compartmentalized
- My workplace was the place where God had called me
- I had a Christian duty and responsibility to minister to the needs of my employees, our customers, and the community at large
- God owns 100%



InsureMe – The Latter Years

- Ranked in the “Top 25” Best Places to Work in America for the last four years – by the employees
- Employee turnover around 10%
- A fun & thriving work environment built on the core value of “Love”
- Over 50% compounded annual growth in sales and profits



Things that changed

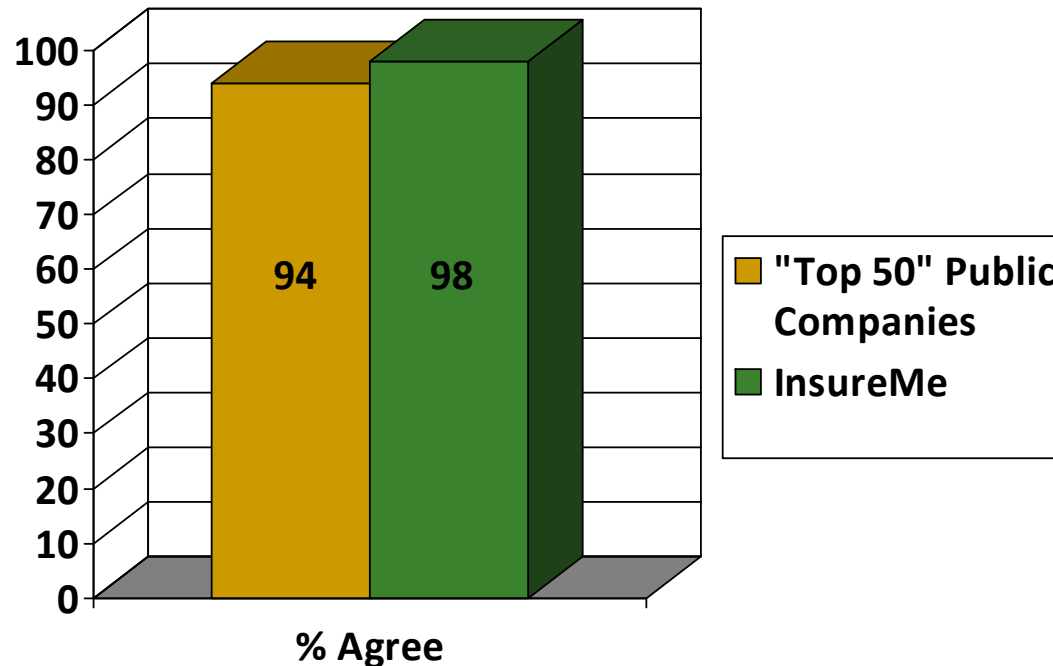
- Tim's attitude
 - It's all about the people, not the profits
 - It's more important who we are than what we do
- A strong, people-centered management team
- Values that were lived
 - Love, Integrity, Leadership, and Innovation
- We began tithing on our business



Charitable Giving – A Key to Becoming a Great Workplace

- I feel good about our contributions to the community:

- one of the employee survey questions asked by the "Great Places to Work Institute"



“Trust” Creates a Great Workplace



The heart of our definition of a great place to work - a place where employees "trust the people they work for, have pride in what they do, and enjoy the people they work with."


– The Great Place to Work Institute

Who Do You Trust?



InsureMe's Charitable Giving Program

- Employee Matching of Charitable Gifts
- Volunteer Service Matching
- Direct Donations



Funded with Charitable Giving Fund which was 10% of Profits before Tax

Matching Gifts

- 3-to-1 Matching
 - Employee gives \$100, InsureMe adds \$300
 - Anonymity – who and where
 - System: United Way's eWay program
 - Also recommend The Charitable Fund
 - Utilized by 95% of employees who gave an average of over \$800 each per year!
 - Groups brought in to highlight a particular charity
 - Some encouragement was sometimes given
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CEO Head Shaving



Volunteer Service Trips

- InsureMe paid 50% toward the cost of a volunteer service trip for you or a member in your household.
 - Must be sponsored through a non-profit organization
 - Reimbursement of half of the time off necessary for the trip.
 - A two-week volunteer trip would only cost you one week of vacation pay – InsureMe would match the time off
 - Limited to \$2500 per year and one week of vacation pay per calendar year
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Outward Bound on Steroids



Juarez

Ghana

Sudan

Russia



Direct Donations

- Clean Water
 - People of Peru Project
 - Play Pumps
- Other misc. giving



Since InsureMe's Sale

- Bankrate – a good company – operates in typical corporate fashion
 - Charitable giving program has been eliminated 😞
 - The level of trust is drastically reduced
 - Job insecurity
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Summary

- Corporate generosity
 - ❑ Starts with a commitment by leadership
 - ❑ Key component of trust
 - ❑ Adds purpose
 - ❑ Contagious and fun
 - ❑ Builds solid teams
 - ❑ Returns dividends beyond measure

