



A CULTURE YOU'LL WANT TO CALL HOME

Careers With CMB

Where Culture Counts



WHAT'S INSIDE:

WHY CMB? • GETTING STARTED • FINDING A PATH • MANY ROUTES IN • PUTTING OUT THE WELCOME MAT • GOING UP • KEEPING IT REAL • CULTURE EATS STRATEGY FOR BREAKFAST

CMB: Where Culture Counts

Looking for a company to call home?

With stiff competition to recruit strong candidates, a company's culture can be the deciding factor.

This is good news for CMB Insurance. Their culture has been built with care to welcome and support every team member.

"We're proud to showcase who we are," says Nicole Hewson, partner and vice president of people. CMB's team shares a quiet confidence in the strength of their company and culture.

The culture at CMB was built the same way the company was – with thought and deliberation. When CMB was founded back in 1986, the founders felt they could do insurance better. They set out to build a great company by hiring and developing great people, who could then accomplish remarkable things for clients, partners and their team.



That drive to do better continues as CMB's 40th anniversary approaches. This is demonstrated by thoughtful support for their team and a commitment to living their company values. Whether you're newly graduated and contemplating a career in insurance, considering a move to CMB, or celebrating another year at the company, CMB has thought about how to support you with a unique and welcoming workplace culture.

"If you have a good work ethic and show that you're willing to learn, CMB will bend over backwards for you," says Thomas Markiw, an IT supervisor at CMB. "They recognize good employees and want to keep them."



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Why CMB?

About those values – you’ll hear about them a lot at CMB. From hiring to annual reviews to finding clients who are the right fit, CMB’s culture is all about their values.

Number one on their values list is ***Do what you say***. CMB believes in integrity and the value of a strong reputation. They deliver on the promises they make, always. The next focus is ***Be humbly confident***. The CMB team are down-to-earth people who don’t make assumptions and are passionate about what they do. They understand that they are there to serve. Speaking of serving, CMB is ***Happy to help***. They always do their best, and are driven to invest in each other and deliver value before expecting anything in return. Their next value is ***Do the right thing*** – even when it hurts. They’re honest people who will not consider violating the trust of their peers, carriers and clients. They act with the greater good in mind.

Their fifth and final value is ***Improve or we die***. This means the CMB team is not content with the status quo; they seek out innovation and believe in something bigger than themselves. They don’t fear failure or trying something new. If it doesn’t work out, they dust themselves off, take a new approach and try again; they call that *grit*.

Part of what makes CMB able to embrace innovation is its status as an independent brokerage. This is an important piece of the CMB



identity. It means that people who work with CMB enjoy bigger and better opportunities than those offered at some other brokerages – including the chance to purchase shares in the company.

The ability to purchase shares sets CMB apart. After two years, those in an eligible role who meet certain criteria have the option to buy in. “Share purchases can be a big piece of your retirement,” Nicole points out. “In non-independent brokerages, you just don’t get that opportunity.”

“It’s very rare,” adds Thomas, especially since CMB is one of Canada’s fastest growing brokerages, with 22% growth year over year. “I don’t know where else you’ll find a chance like that.”



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Getting started

CMB's culture starts with helping new graduates understand what makes a career in insurance a smart choice.

Insurance makes sense for those looking for stability and growth, with a side of great work-life balance. Employees start with three weeks vacation and benefits on day one. As an industry that offers a mandatory product, it's not going anywhere.

CMB then makes that proposition stronger still. Since insurance brokers are required to be licensed, CMB pays for licensing and brings in opportunities for the team to gain mandatory continuing education credits. They offer a \$1000 yearly education allowance to help employees build and maintain credentials.

With hard work and a commitment to continuing education, insurance can be lucrative, and not just for top sellers. CMB prides itself on offering best-in-class compensation. Putting in the effort can bring sizable financial rewards and opportunities throughout the company.



Finding a path

“People can get pigeonholed at some places,” Nicole observes. “Because CMB is a growth brokerage, we’re able to grow and promote from within.”

When they see great employees who love the company, but aren’t feeling well matched to the work they’re doing, CMB works to help them move and succeed within CMB. Nicole tells the story of an account manager who was eager to try sales, but found it wasn’t a fit when she got there. She’s now succeeding in a client executive role, a transition supported by her team and the company.

Thomas joined CMB as a customer service representative (CSR), moving from a high stress position with another brokerage. CMB honed in on his strong IT skills during the interview process, and together, they’ve built a unique role and path for him. Thomas didn’t experience much focus on career pathing with one previous employer, while another had good plans but little follow-through. CMB’s organic and intentional career pathing has made him feel supported and appreciated.

Every employee takes part in annual career pathing. The process talks through questions like where do you want to be in the company? What are your plans? What education do you need? CMB works with its employees to move them up and along.



Many routes in

CMB has worked hard to recruit and welcome a broad cross-section of employees. Besides wooing new graduates and established insurance professionals, they offer the “Street to Broker” program, which appeals to people new to the industry.

For those looking for a well-defined career path and financially rewarding employment, CMB gives a clear map forward. This includes assistance in getting their license and clearly outlined training, including a \$1000 bonus for each training module completed for the CSR role. Nicole can point to a successful employee who came to CMB from working in hospitality, looking for a clear path for advancement they weren't finding in that industry. Others have joined CMB from IT or managerial roles in retail, attracted by better hours, more room to advance and higher earning potential.



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Putting out the welcome mat

Those who join CMB with sales experience will find tailor-made supports in place.

The Business Development Representative program is made for new employees who have sales experience, but not necessarily in insurance. Unlike some businesses where you're only as good as your last sale, insurance offers renewable income and stability. CMB offers mentorship and leadership with the goal to make each Business Development rep the next million dollar producer. New recruits are supported with IT training, an insurance training mentor, and learning and development professionals to help get new hires on firm ground.

CMB also sets itself apart by offering the support of a sales supervisor to assist and advocate for professionals joining CMB from within the industry or those new to insurance. This individual offers new hires one-on-one support, with an eye to managing educational needs, conflicts and workload balancing. This supervisor works to remove barriers and problem solve while holding the team accountable. Knowing there's an advocate in your corner can make a big difference to new CMB team members, whatever their level of experience.



Going up

CMB's partnership program is a powerful perk, and not just for those who find themselves in the ranks of top producers. Members of the sales, service, leadership and leadership support teams are all eligible.

In addition to share purchase opportunities, the partnership program offers more chances to advance with bonuses along the way. Thanks to CMB's status as a growing, independent brokerage, they offer flexibility for ambitious team members. Thinking of opening your own branch? Perfect! CMB can help. Their out-of-the-box thinking means there is plenty of room for productive sales reps to grow and succeed.



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Keeping it real

CMB understands that employees are looking for value and purpose when they come to work, and that a strong workplace culture can make all the difference.

Culture has an effect on engagement and motivation, guides how change and conflict are handled, and impacts employee longevity and satisfaction. CMB is building a workforce of great people who accomplish outstanding things, supported by a solid foundation of culture and values. Those values of keeping their word, doing the right thing, being happy to help, staying humble but confident, and improving to stay alive, are the building blocks of CMB's culture.

"We're very open and transparent," says Nicole, noting that communication at all levels is built into their systems. From collaborative team meetings each week to in-branch monthly meetings, CMB strives to keep lines of communication open. Each quarter the CEO addresses the entire company about the past, present and future of CMB, including frank talk about goals and finances.

Employee check-ins are built in to the calendar. They start with career pathing and compensation reviews in March. Team members spend time off-site with their bosses quarterly to build a personal connection and find out what's working and where support might be needed. The year ends with an annual values review focusing on how



each team member displays the company values. Overall, there's a focus on teamwork, through good times and tough ones. "We win or lose together," confirms Nicole.

CMB's culture is also attracting attention industry-wide: they were named an Insurance Bureau of Canada Top Insurance Employer 2022. These awards recognize great companies who go the extra distance to distinguish themselves in a tight labour market.

Then there's the fun stuff. "We have a family atmosphere," says Nicole. That includes monthly social events and annual CMB Days in April to hand out awards based on performance, personality, milestones and more. Fabulous Fridays combine educational career events with little treats, like ice cream along with presentations. Even sales goals come to life with gamified competitions that see CMB's annual 15% net growth goal turned into a horse race, with the winning teams (from the most junior CSRs to senior sales execs) win trips to destinations like Vegas or Vancouver.



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Culture eats strategy for breakfast

CMB's passion is to hire and develop great people. Their continuing success has proved that the right people can accomplish remarkable things. They understand that all the business strategy in the world doesn't mean much if the right team and culture isn't in place.

At CMB, they truly believe that their culture and values allow them to attract and keep the very best. For those who have drive and determination, and are seeking the right place to support their success, CMB would like to speak to you. They're humbly confident that CMB has a culture you'll want to call home.



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Find out if CMB's a good fit for you! See which positions are available and [submit your resume here.](#)

