

2020 AWARD NOMINATION

O'NEILL INSURANCE AGENCY INC, WADSWORTH

COMMUNITY SERVICE AWARD NOMINATION

Nominated by: Carey Wallace, OIA

Previous Awards Received: None

The O'Neill Group is setting the standard for marketing and culture. They do a lot in their community as well.

The content that the O'Neill group created and shared to help their clients through the pandemic is a great example of how independent agents are trusted advisors to their clients. They were at the forefront of sharing information about remote work, safety, HR topics and staying connected while working remote. They shared timely content about relief that was available for their clients and all the while provided great examples of how an organizations culture can be as strong as ever even when we are all in separate places. The zoom video where the entire team was doing the macarena was my all-time favorite. The O'Neill group has an incredible way of staying connected to their community as well as staying connected as a team.

From Dani Kimble of the O'Neill Insurance Agency:

- **Culture:**

- O'Neill Insurance has a very intentional culture with a written culture plan. We operationalize our culture through an 8-step framework that helps us define our culture, create rituals around it, and hire, coach and teach around our culture (among many things).
- We have a set of 30 fundamentals that our team is encouraged to practice and live out daily. We ritualize the fundamentals, focusing on 1 per week, so that we can truly build a deeper understanding and practice around each one. For example, this week's fundamental happens to be #1: Do What's Best for the Client. On Monday morning we received an email from a team member sharing his/her perspective on the fundamental, and we lead with the fundamental at every team meeting / client / prospect meeting. We also do a number of other rituals around the fundamental, but these two really pack the most punch. [You can find our core values and fundamentals here.](#)
- We also employ the **Entrepreneurial Operating System** (#EOSLife) – which has helped us align our culture with our business goals and short- and long-term strategies for growth. Culture remains at the core of our overall strategy.

- **Community:**

- Our team is very active in the community. Each member on our team receives 30 hours of paid time off to volunteer for a non-profit of their choice. For example, one of our members LOVES music – so she volunteers for a local radio station, The Summit here in Akron. She's very active in the music scene – and has built some tremendous relationships from her service there. If a team member volunteers on the weekend or evening, they earn those hours back as extra vacation time. Together, we donate over 500 hours of community service each year. #BetterTogether [You can find more information about our work in the community here.](#)

- In addition to donating our time – we’re also generous in offering donations and sponsorships to non-profit organizations throughout the year.
- **The University of Akron:**
 - In the past, we’ve worked with Westfield’s Legacy of Caring program to donate funds to support the launch of UA’s Risk Management and Insurance program. We support their annual Risky Business event (an event that introduces the RMI program to undergraduates and helps them learn about the career opportunities available in RMI). We’ve also committed to offer *The O’Neill Group Scholarship* annually to students interested in pursuing a degree in the RMI program.
 - We hired one of the first graduates from the UA RMI program, Nash Smalley – and have also had an intern from that program, too.
- **Attracting Young Talent**
 - We really aim to do this through our social media accounts. There are a number of UA students that follow our accounts – and I personally aim to reach out to them w/ a personal video 1-2x a year to check in, see how things are going, and simply build relationship with them. Students are also starting to engage more on LinkedIn – and seek out opportunities to intern / work part-time while in school, etc. We need to optimize more in this area...

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COMMUNITY SERVICE AWARD

Nominated by: Jeannine Giesler, CISR, CPIA

Previous Awards Received: None

We had several outstanding agencies apply for the Community Service Award. I was very impressed with the O'Neill Agency's use of social media, digital marketing, the culture they have built, the team support within their agency and the drive to continue to support not only their community, but those beyond. I would recommend we consider them this year for the Community Service award.

Our Culture: The O'Neill Way

[About O'Neill Insurance](#) » Our Culture

The O'Neill Way is the only way we do business at O'Neill Insurance

We know that culture has an enormous impact on the performance of its people. That's why we've decided to be incredibly intentional about it here at O'Neill Insurance.

Our Core Values

Be Exceptional

At O'Neill Insurance, we take pride in excellence – and regard everything we touch as a personal statement bearing our signature. We are committed to the quality and accuracy of our work, and seek to go above and beyond, never settling for anything less than exceptional. Our organization is built on a foundation of highly effective, repeatable processes that help develop the habits that lead to excellence in all aspects of our work.

Embrace Change

At O'Neill Insurance, we listen to, embrace and drive change for the greater good of our clients, our communities, our partners and our team. We are adventurous and open-minded to new ideas and innovations, and willing to step outside our comfort zone and take risks. We recognize that change is inevitable. Rather than finding comfort in our industry's status quo, we seek to be at the forefront of innovation to best serve our clients and our community.

Live Relationships with Excellence

Relationships are at the very core of our organization. We seek to establish strong relationships embedded with trust and respect. We aim to set a tone of friendliness, warmth and helpfulness, and work towards establishing long-lasting, trustworthy relationships built on a foundation of care.

Be Curious

From day one, our team is encouraged to be lifetime learners. We seek out and take advantage of opportunities to gain more knowledge and increase our skills. We strive to facilitate a workplace culture that inspires team members to be curious and inquisitive, to always ask why and question what they don't understand.

Our Fundamentals

- Do what's best for the client
- "WOW" our clients
- Make quality personal
- Create a tone of friendliness and warmth
- Be a fanatic about response time
- Honor commitments
- Think team first
- Practice blameless problem-solving
- Practice the "human touch"
- Find a way
- Deliver results
- Get clear on expectations
- Listen to understand
- Speak straight
- Communicate to be understood
- Share knowledge
- Create winning solutions
- Always ask why
- Provide meaningful acknowledgement & appreciation
- Look ahead and anticipate
- Get the facts
- Be positive
- Be process-oriented
- Work on yourself
- Make our appearance a reflection of our quality
- Assume positive intent
- Respect confidentiality
- Treasure, protect, & promote our reputation
- Make a difference
- Keep things fun

Our Community

Learn more about our #BetterTogether program.

The O’Neill Group Cares

Our team values the communities in which we live and work, and seeks to give back by contributing their time and talents to serve local nonprofits. The O’Neill Group Cares program provides volunteer service to local charities chosen by each employee. Together, our agency offers over 500 hours of community service each year.

- The Summit



“I volunteer with The Summit because of the joy they’ve brought to my family through music. I am appreciative for the things they do for the community. I also enjoy interacting with like-minded people who love music, the arts and giving back to the community.”

CRISSY YOUNGBLOOD

Commercial Account Manager

- Akron Children’s Hospital Radiothon



“I was so inspired to hear the stories of the children who had been cared for by Children’s Hospital and to watch the volunteers work for several long days. I knew I had to get involved, even if it was in a small way. The next year I became a Change Bandit to help collect pocket change for the hospital. Doing such a small, but important, part of the Radiothon is so gratifying – knowing that I have helped, in some way, make a child’s stay in the hospital a little better.”

LORI BENNETT

Controller

- Rotary Club of Akron



“The Rotary Club of Akron is dedicated to the health and education of our area’s youth and special needs children. As co-chair of the Corporate Sponsorship committee for the 2017 Akron Chili Open, this year we set a record, raising \$239,000 for the Akron Rotary Camp, which serves over 1,800 children and adults with disabilities and provides over \$180,000 in financial assistance to families in need.”

PAT O’NEILL

Risk Advisor

- Other *Charities* we Support



