

# TEAM SALVATI

How one agency's approach to business translates into success, happiness and profitability



TSiG's lobby reflects the design of the entire office.

Agency principal Tommy Salvati of The Salvati Insurance Group (TSiG) in Sterling Heights has a lot to be excited about these days. His agency was recently recognized as a *national* “Best and Brightest Companies to Work For” winner, agency profits are rising, and the agency’s building will soon get a new addition.

If you ask him what the key to TSiG’s success is, he’ll give full credit to the employee-centric culture he and his team have devel-

oped. With so much connection to the community, the agency doesn’t have a marketing budget. All new business is referral and network based. TSiG boasts a retention rate far above the industry standards for both personal and commercial.

### The Right Stuff

While so many agencies struggle to find and retain talent, this hasn’t been an issue for TSiG. Potential candidates are often identified through relationships developed via

- A fun and comfortable environment.
- Flexible work hours.
- Work from home when circumstances warrant.
- Even take your kid to work day when childcare falls through.

Tommy also promotes activities designed to help nurture personal relationships among the team, including:

- Off-site team building excursions.
- Barbecue lunches on the patio.
- Occasional Friday afternoon refreshment breaks when things are winding down.

TSiG does what it takes to keep team members happy, thriving and productive. Clearly, Best and Brightest Companies to Work For® agrees. •

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oped. It all flows from the agency’s 6 Core Values:

1. Be Humbly Confident
2. Build Comradery
3. Customer Service Focused
4. Does What it Takes
5. Do the Right Thing
6. Have Fun!

These are the cornerstone guidelines that every employee learns upon arrival and from which all agency decisions and actions are based.

### Casting a Wide Network

In addition to weekly meetings where team members report on goals and work together to solve any issues, TSiG is passionate about community outreach and it features largely in their playbook. All team members are encouraged to be involved in social groups and professional clubs, and staff time is routinely donated for volunteering.

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Once on board, team members are given *5 Things to Obsess About*. This provides focus, helps them define goals and stay on track. In addition to on-the-job training, continuing education (like CIC and CISR) is highly valued and encouraged for all employees.

### Culture Club

According to Tommy, it’s all about creating a buzz. People want to be around those who are doing good and work in an environment where enthusiasm and positive energy are palpable.

Work hard, play hard may best describe the tempo of the agency, with work/life balance a high priority and encompassing:

*Michigan Agent is looking for agency stories. If your agency has something special to share with readers, please contact Big I Michigan Communications Director, Jennifer Burnett, at [jburnett@michagent.org](mailto:jburnett@michagent.org). If you have questions for Tommy Salvati, he can be reached at [tsalvati@t-sig.biz](mailto:tsalvati@t-sig.biz).*

### About Best and Brightest

The Best and Brightest Companies to Work For® competition identifies and honors organizations that display a commitment to excellence in their human resource practices and employee enrichment. Organizations are assessed based on categories such as communication, work-life balance, employee education, diversity, recognition, retention and more. For more information, visit: [www.thebestandbrightest.com](http://www.thebestandbrightest.com)