



CANADA DAY TRIVIA: Which Pizza, Famous For Its Special Toppings, Was Invented in Canada?

(Hint: It's not "Canadian" pizza! See the answer on p.4)

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From: Anthea Mumby, Monday 11:03 am, Mumby Insurance

July 2017 VIP Clients Edition

Is Your Team Having Enough Fun at Work?

Is your office a fun place to work?

The word "fun" may strike fear into the hearts of many bosses and business owners, as it could be perceived as an invitation to give messing around greater precedence than actually doing work.

But, according to research published in the book "301 Ways to Have Fun at Work," there is a direct link between the extent to which employees have fun and their productivity, their ability to deliver good customer service, and their creativity and innovation within their job role.

In fact, Dave Hemsath, author of "301 Ways," believes that fun may be the single most important trait of a highly effective and successful organization. It might be hard to believe at first thought, but again, research shows that companies with a fun-orientated culture have lower levels of absenteeism, less down time, and increased employee loyalty.

It begs the question: how much of your time and financial resources are spent dealing with human resource issues? Could some (or much) of that time and financial (continued on p.2)



One of our office goals is to make Mumby a fun place to work. We want "fun" to be built right into our company culture.

Here's a picture of our team posing for Canada Day – we appreciate the hard work our team members put in and try to have fun with them so that they know they are appreciated!

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(See page 4)



Is Your Team Having Enough Fun at Work? *(continued)*

drain be eliminated if your company adopted a more fun-oriented culture? (hint: the answer is likely an emphatic “YES!”)

What Does “Fun” Look Like in the Workplace?

In a study called the “Effects of Workplace Fun on Employee Behaviours,” it was found that **people tend to rate socializing highest out of all fun-related activities**. And this isn’t limited to the younger generation entering the workforce either. All generations indicated that they want greater interpersonal connections at work and that those connections make work more fun.



This may be because people are marrying and having children later, therefore **many people in their 20s, 30s, and 40s lack an established social structure away from the office**. They are singles or often DINKs (dual-income, no kids) who are looking for connection.

Perhaps not surprisingly, 71% of millennials say that they would like a “second family” made-up of their co-workers!

How to Achieve a Fun Workplace Where Things Still Get Done?

Much of this comes down to the culture YOU establish. Have you created an atmosphere where employees can feel comfortable to express themselves and collaborate with others? Or, have they been taught and shown that work is serious, quiet, and isolated?  

It’s also important to remember that each member of your staff has certain interests, which they no doubt share with other employees. How can you introduce those into your culture at work?

For example, if you have a fitness-focused team you could negotiate a staff deal at your nearby gym. Or, if you have a bunch of wine connoisseurs in your office, set a regular time to “unwind with wine” after work. Creating these “outside of work” connections will strengthen relationships within the workplace as well.

Of course, **it’s crucial that these actions and activities are first initiated by you and are done so consistently until they truly become part of the overriding culture in your company**. **So, what are you going to do this week to add more fun into your workplace?** 

Tired of High-Pressure Sales Tactics?



“Your broker [at Mumby] helped me with the renewal of our car insurance. There were things I wanted to change and I had questions about the new standard benefits. She answered my questions clearly in a language I could understand. She also reviewed all our car insurance coverage and confirmed that we were adequately covered, which gave me peace of mind (which is what insurance is all about). She also asked about other insurance coverage (home, life, etc.) and we discussed that.

During the telephone conversation I always felt she was genuinely interested in making sure we are adequately covered and not just trying to sell insurance. It was a very pleasant and informative experience for me and that is AWESOME considering it took place discussing insurance.” - Louise Jacques 

Inside Our “Blueprint For Success” Meetings

Last Wednesday I held our weekly “Blueprint for Success” coaching meeting where I sit down with each member of our team to talk about their goals and aspirations.

It's THEIR meeting – each team member does 90% of the talking, while my role is to ask probing questions and help where they need me. Sometimes I help through encouragement, while other times it's through giving personal insights, suggesting books or podcasts (I am an avid reader and listen to podcasts daily), or simply being there to listen.

I'm fortunate to have had some excellent coaches support me over the years, so these one-on-one meetings are one way I can “pay it forward.”

I'll admit that it can be challenging to not jump in and make a lot of suggestions, but I remind myself of the fact that a listening ear is something that many people do not have in their lives. Listening can be powerful coaching.

We provided each team member with their own “Blueprint for Success” binder where they write down results, wins, lessons, and a plan to achieve their goals, whether professional or personal.

I've also asked them to share what the “best day of their life” would look like. This shows me what motivates them, and helps in planning team-building events around personal interests.

We've had some pretty interesting team reward events over the years: One was called “Hot Dogs and Hairdos,” where a local hair salon was kind enough to close down their salon for a half day so that I could spoil my staff with a BBQ (mostly for the guys), while the ladies were pampered with hairdos.

We have done wine tastings in Niagara on the Lake, and we always invite the team out to our cottage one day in the summer for boating, swimming, and barbequing.

One theme that has come up with several staff members is the importance of better health. This prompted monthly team “health and wellness” lunch and learns that have proved to be a great way to get everyone together for a healthy lunch and a guest speaker.

In today's world, where everyone is so busy and connected to our devices, it's been fantastic to really get to know our team members. **Maybe this will inspire some ideas as to how you can do the same with yours!**



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CANADA DAY TRIVIA

That's right! "Hawaiin Pizza" was invented in Ontario!

Of course, that's not Canada's most famous invention. We brought the telephone, insulin, basketball, and Trivial Pursuit into the world (but you already knew that!)



Douglas dressed up for the President's Dinner at the recent CSC Conference by using the conference pins as fancy new cufflinks!

It was great seeing so many of our long-time friends and clients at this wonderful event!

Blogging Basics: Where You Can Begin

Blogging is the practice of writing unique, fresh content—called blog posts—with the purpose being to educate, inform or entertain your audience on a certain subject. The target audience of your blog posts will be your current customers, as well as prospects, local businesses and individuals in your community. Once you've written a blog post, you then publish it on your website.

Why Should Your Company Have a Blog?

Blogs can support your company's overall marketing efforts, as well as improve your website's search engine optimization (SEO), which helps drive visitors to your site.

Blogs have become a trusted source of information and play an integral role in many consumers' purchase decisions.

Consumers often use blogs to learn more about products and find answers to their questions.

Still not sure if blogging is worth your time? Regularly posting content on your website can help:

- Establish your brand and differentiate your business from competitors. *
- Connect with your community.
- Create a personal connection with current and prospective clients.
- Reach a wider audience. *
- Drive more traffic to your website. *

The more you blog, the more benefits you will see. In fact, businesses that blog 20 times per month often see as much as five times more traffic than those who do not!

Blogging is not, however, a magic cure-all to all of your website issues. You won't see all the benefits of a blog after writing and publishing two posts. It takes at least a once-a-week commitment, following all of the best practices, for you to see significant results.

Begin by jotting down common questions you hear from your customers – these questions can become topics for your first posts. Then, write one, send it to your email list or post on social media and see what reaction you get!

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