



Trivia: Half the population should grow what in November? (see p.3)

Anthea & Douglas Present:

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From: Anthea Mumby, Monday 9:06am, Mumby Insurance

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How to Build a Powerful and Lasting Brand

Shoe selling shouldn't come to mind when you hear the name Zappos. While the company does sell shoes and other retail goods, it's not what it sells that makes Zappos successful. It's how it sells (that is, what it does for its employees and customers) that makes Zappos worthy of the \$1 billion acquisition by Amazon it garnered.



Tony Hsieh, entrepreneur and venture capitalist, is the CEO of the online shoe and clothing shop Zappos. We heard him speak at a recent conference in Las Vegas and learned so much about building a successful brand.

To understand Zappos, you need to know CEO Tony Hsieh (pronounced shay). Once you understand him, you'll understand why Zappos operates the way it does, and how it's become so successful.

Tony says, "Our number one priority is company culture. Our whole belief is that if you get the culture right, most of the other stuff like delivering great customer service or building a long-term enduring brand will just happen naturally on its own." (continued on page 2)



Can We Feature Your Brand in Our Next Newsletter?

(see page 2)

How to Build a Powerful & Lasting Brand *(continued)*

When Hsieh graduated from college, he got a job at Oracle, but after five months, he found that he didn't care for the corporate culture. He left the company to start LinkExchange, an online advertising company.

Hsieh enjoyed working with LinkExchange in the beginning because he would hire his friends or friends of friends, and everyone got along. But the company ran into a problem:

They needed more people, and they had run out of friends to hire.

Hsieh says that, **while competent people with the right skill set were hired, they weren't a good culture fit**. Soon the culture was lost and Hsieh found it difficult to get out of bed in the morning to go work at his own company.

LinkExchange was acquired by Microsoft, and Tony left to start an investment firm, which is how he was introduced to an online shoe retailer called Zappos. Within a year of investing in Zappos, Tony decided to join the company, and ultimately became CEO.

Today, if you hear anything about Zappos from a Zappos customer, chances are it will be positive. There are dozens of stories about their outstanding customer service, including delivering flowers to a customer whose mom passed away and a service rep talking to a customer for over 8 hours (a record that now has been broken!)

It should come as no surprise that 75% of Zappos orders are from repeat customers.

Hsieh hopes that down the road people won't even realize that Zappos started by selling shoes. He wants to be remembered as the best when it comes to customer service and customer experience. Again, this **brand image all depends on having the right employees and the right corporate culture**. How is this achievable?

When hiring, Tony would ask himself, "Is this someone I would choose to hang out with or grab a drink with if we weren't in business together? If the answer is 'no,' then we wouldn't hire them."

This ties directly into the Zappos culture: "There are companies that focus on work-life balance, but at Zappos we really focus on work-life integration, and at the end of the day, it's just life. If you spend so much time at work, you better enjoy the people that you're with."

Do you think Tony is right? Is a powerful and lasting brand all about having the right employees and right culture in your workplace? If so, take a look at how you're spending your time. **Are you investing in these two crucial areas as much as you should?** 



Do you believe Tony when he says that your employees and corporate culture are going to make or break your brand?

Show Us What You're Working On!

Are you working on something exciting? We would love to feature your brand and one of the fantastic projects you're working on in our next newsletter.

Email reception@mumby.com with a photo and description of your project. We're proud to work with Canada's design community and would love to show off your work.

**SHOW
US!**

Is Your Office Ready for a Ministry of Labour Inspection?



Ontario's Ministry of Labour (MOL) has recently been conducting unannounced inspection blitzes at workplaces across the province. These inspections aim to promote employees' rights and overall safety.

Last month, our office received such a visit and the timing could not have been worse – Douglas and I were at a conference in Las Vegas and our staff was not prepared to handle the inspection without us.

Needless to say, we are now going through the process of ensuring we are fully compliant. Yes, it's a real pain, but **doing so will help us avoid further inspections, lost business time, and potential fines.**

So, we wanted to share a heads-up with you. Does your business comply with the requirements of the Occupational Health and Safety Act (OHSA), the Employment Standards Act (ESA) and their related regulations?

Here are a few tips to help you answer that question:

- **Review specific provisions of the OHSA and the ESA that may apply to the blitz's area of focus.** Businesses need to meet the minimum legal requirements under these regulations in order to pass an inspection.
- Review the Ministry of Labour's material on inspection blitzes.
- Discuss compliance strategies with joint health and safety committee representatives.
- Make any required documentation available to the inspector. In the event of an inspection, supervisors, managers, and health and safety representatives should be available if the inspector has any questions.

There are a variety of items an inspector may look for during a blitz. The following are five major items that may be scrutinized:

1. Compliance with OHSA and ESA regulations
2. **Details related to programs, policies and procedures, specifically those that relate to the health and safety of your employees**
3. Employee training
4. Injury records and past blitz issues
5. Specific hazards related to the blitz

Want help preparing for an MOL visit? Call 1-800-446-5745. We have additional resources we'd be happy to share.

NOVEMBER TRIVIA

Okay, it was a bit of a trick question. November isn't a month for growing vegetables – it's a time for men to grow mustaches!

Movember aims to raise awareness about prostate cancer, a disease that 1 in 8 Canadian men will be diagnosed with at some point in life.

Within the next decade, the work done during Movember will reduce the number of men dying prematurely from prostate cancer by 25%.

Learn more and get involved at movember.com.



YOU SAID IT BEST...

"Mumby Insurance is an awesome firm to work with! Having moved policies for home and auto to Mumby, I not only saved me money, but the staff have provided me with everything needed to make the right decisions without the use of any sales tactics!

I recently had an auto claim and Mumby's team guided me through the process and looked after everything. Thank you!" - Kaz Kanani

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you can give us, and we want to say...

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Is Your Home Your Next Big Project?

Whether you are undertaking a kitchen renovation or are adding living space above your garage; as an architect, improvements to your home are a part of your creative expression.

We have helped hundreds of architects avoid gaps in their protection, and in many cases, these clients were completely unaware that they were ever at risk. Brian is just one recent example...

Brian is a 55-year-old firm principal who invested \$150,000 in improvements to his heritage home in Markham, Ontario. During the course of construction, he moved out of his home for six months.

When Mary, our insurance expert, reached out to Brian to complete his annual review, he told her about his plans. Fortunately for Brian, Mary explained how important it was to arrange builders risk insurance. Without it, if a fire took place, the cost of the project would come out of his pocket!

Dealing with a fire loss would take Brian away from his successful practice in downtown Toronto, which would impact the financial results of his firm. At that time, he was working against a deadline for a prestigious project, so thank goodness Mary saved the day by putting the right insurance protection in place for Brian! Call us at 1-800-446-5745 to get your insurance review.



CALL 519-885-5956 OR 1-800-446-5745 NOW!

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