

## TOP 125 | FEATURED TUTTON INSURANCE SERVICES

## ONGOING EVOLUTION



## Insurance-services firm builds on Top Workplaces legacy with new initiatives

of the operation and have a strong work ethic. We consistently recognize individuals for outstanding performance and educational achievements.”

### PROFESSIONAL DEVELOPMENT

The firm not only encourages but also pays for employees to participate in industry-designation classes. Nearly 60 percent of the staff has at least one insurance-industry designation in their respective fields, representing 17 technical areas of expertise. Such designations include Certified Insurance Counselor, Certified Risk Manager, Certified Insurance Service Representative and Registered Health Underwriter.

The company also utilizes a variety of national and regional insurance carriers to conduct staff training on industry topics, such as cyber liability, professional liability and workers’ compensation.

“The payoff for our clients is that our staff utilizes their knowledge and training to provide optimal solutions for our clients’ insurance needs. The payoff for our employees is that the additional education and training enhances their skill set, making them ideal candidates for internal promotion opportunities,” Tutton said.

### COMMUNITY PARTNERSHIP

Tutton Insurance continues to actively participate in efforts to serve the local community. It recently held its third annual blood drive for the American Red Cross. Employees helped with setup and check-in, donated blood and recruited others to do so.

The company participated in the Irvine Walk to Defeat ALS, contributing toward the ALS Association’s efforts to raise funds for service programs, research and advocacy efforts for people with ALS and their families. The company teamed up with Olive Crest in its Be the Miracle program, which strives to grant Christmas wishes for abused and neglected children, and served as an official donation location for the U.S. Marine Corp.’s Toys for Tots program.

Tutton Insurance contributed monetary donations and more than \$6,000 worth of new clothing to Women Helping Women, an organization started by survivors of domestic violence, whose goal is to provide professional attire to women in need. In the spring, the firm partnered with one of its insurance carriers, Nationwide, to deliver a \$5,000 check to the Orangewood Foundation, which serves children in the foster-care system. The spring-cleaning efforts of Tutton Insurance employees generated many donations for Goodwill Industries and The Salvation Army.

Other beneficiaries of Tutton Insurance’s volunteerism include the Insurance Industry Charitable Foundation; the Center for Insurance Studies at California State University, Fullerton; the Free Wheelchair Mission; and Veteran Love and Appreciation.

distinction between a sandal and a flip-flop led to the implementation of Flip-Flop Fridays, expanding the company’s casual Friday attire policy to allow for the wearing of flip-flops. The company also introduced Mojo Mondays, inviting employees to ease back into the work groove after the weekend with a second casual-attire day, minus the flip-flops.

According to the firm, the casual-attire days are merely a reflection of the relaxed, warm and welcoming environment at Tutton Insurance. The company holds among its core values approachability and friendliness – not only with its clients, but also among co-workers.

Believing that professionalism is contagious, the entire Tutton Insurance team conducts business with integrity and honesty, according to the firm. The company considers genuine personal interaction and interest, from the owner and throughout the organization, to be an important facet of its culture, holding numerous events throughout the year to foster camaraderie and set the tone for fun and friendship, which enriches professional and personal relationships.

### OPEN DOORS AND OPEN EARS

Helping to drive the ongoing development of Tutton Insurance’s company culture are initiatives such as its anonymous suggestion box. The company makes all suggestions “public” internally and responds to each one, implementing those that are appropriate toward improving the organization.

A survey conducted by WorkplaceDynamics during the Top Workplaces selection process has also been helpful to the firm in maximizing employee morale, Tutton noted. The firm shares the survey results with employees at an annual town-hall discussion each year to enable employees to see how their co-workers view the company and to solicit employee comments on company direction.

Tutton Insurance’s management handles a routine workload to ensure that they understand the pressures of the job, Tutton said. An open-door policy is maintained throughout the firm, up to and including the owner.

“We provide quick resolutions to issues and try to keep everyone moving forward,” Tutton said. “We try to hire people that fit the culture

Tutton Insurance Services has received repeated recognition for its positive company culture, but the company isn’t resting on its laurels. In fact, while the company has been named among the Orange County Register’s Top Workplaces on four occasions, most recently in 2015, it continues to look for ways to reward and motivate its team.

One example is the company’s recently implemented new-business incentive program, “Googals,” which rewards Tutton’s sales team with quarterly bonuses and recognition events for generating new business. The program also reward’s Tutton’s support staff with bonuses based on new business production. According to the firm, the new program allows for more widespread recognition, while keeping the quarterly incentives more dynamic than a typical winner-takes-all mentality.

“Tutton Insurance Services provides the environment and tools for employees to efficiently do their jobs, as well as improve their education and skill set,” Tutton said. “We do this in a positive, friendly environment which encourages interaction among employees.”

### REWARDING AND RECOGNITION

Other Tutton incentive programs include an annual incentive trip to Lake Tahoe for the Employee of the Year and Sales Person of the Year. The company offers additional recognition and rewards to employees each month who go above and beyond expectations, as determined by either a co-worker or a client.

Employee loyalty is rewarded through support-staff anniversary celebrations and generous gift cards given to employees reaching 10- or 20-year milestones. Monthly birthday celebrations recognize all employees over the course of the year, and support staff receives special shopping rights at Tutton’s own bath-and-body shop.

### WELCOMING ENVIRONMENT

Highlights of Tutton Insurance’s company culture include employer-subsidized breakfasts each Friday, a beach day, an OC Fair day, a Halloween costume contest and more.

Less than a year ago, an internal debate within the company over the

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INSURANCE SERVICES, INC.TUTTON INSURANCE  
SERVICES

- Industry: : Insurance
- Employees in region: 48
- Headquarters: Santa Ana
- Founded: 1988
- Website: tutton.com

## AWARDS:

- Top Workplaces – Orange County Register, 2009, 2012, 2014, 2015
- Top Insurance Brokers – Orange County Business Journal, 2009-2015
- Holiday Spirit (nominated) – Orange County Register, 2010

## WHAT EMPLOYEES ENJOY:

■ “I love the flexibility I have to balance my work life and home life. I love the open-door policy. I work with people who are intelligent, fun and responsible. My boss honestly loves her employees.”

■ “I work with a great group of co-workers! We work hard, but also have numerous events that make the workplace a fun and harmonious environment.”

■ “The people I work with and the positive environment we are fortunate enough to work in.”

■ “Their ability to work with the entire team and their vision for our growth.”

By **BILL QUINNAN**  
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