

INDUSTRY: Insurance | HOME OFFICE: Tampa, FL | EMPLOYEES: 120 | WEBSITE: bks-partners.com

338%

From 57 to 250
Over 4 Years



Employee
Growth

97.4%

Annual Average
Over 4 Years



Client
Retention

23%

Annual Average
Over 4 Years



Organic
Growth

33%

Annual Average
Over 4 Years



Total
Growth

Background



With a fresh outlook for the future, BKS needed to orient the organization with good value alignment and a collective voice to facilitate anticipated firm growth. BKS wanted to empower colleagues to work on the behalf of BKS clients using a common language and mutually agreed upon vision, subsequently known as the BKS Azimuth.

Solutions



BKS contacted Corvitus to help build a well-codified set of beliefs and principles around expected behaviors from and to colleagues, their clients, insurance company partners and communities. Working with the BKS leadership team, Corvitus helped memorialize a firm vision that created a descriptive and prescriptive document for existing and new colleagues while defining criteria of success in terms of growth, revenue goals and productivity measures.

Results



Corvitus helped BKS create the BKS Azimuth, which provides clear values and principles, promises to stakeholders, and provides a framework for measuring their culture. BKS has been recognized externally for creating a culture that drive sales, provides world-class service, encourages productivity, and promotes the brand in the communities BKS serves. "We wouldn't have the differentiated and unique culture we have today without Corvitus," shared Founding Partner Lowry Baldwin.



"Our thoughtful approach to colleague selection and devotion toward the nurturance of a distinctive culture were underscored by our selection as a recipient of the Tampa Bay Times Top Workplaces, Tampa Bay Business Journal Best Places to Work, Florida Trend Best Companies in Florida, and on of the Best Places to Work for Millennials." ~excerpt from BKS-Partners 2012 Annual Report



Awards include: Tampa Bay Times' #1 Top Workplace (2012) and Top Workplaces (2013, 2014, 2015), Tampa Bay Business Journal's Best Places to Work (2012, 2013, 2015), Florida Trend's Best Companies to Work for (2014), Insurance Journal's Best Agencies to Work for (2014), Best Insurance's Best Places to Work (2014) and Top 75 Employers Places to Work for Millennials (2015)