



*COMMITTED TO TODAY,  
INVESTED IN TOMORROW*



# Welcome to the first *Title Alliance ebook!*

**C**ompany culture can be defined in many ways. At Title Alliance, our culture is woven through a series of experiences that we create for our team members. Before we dive into exactly what we do and what our secret sauce is – let’s start by discussing the customer and team experience in general.

According to Wikipedia, “*The customer experience is defined as a totality of cognitive, affective, sensory and behavioral consumer responses during all stages of the consumption process including pre-purchase, consumption, and post-purchase stages. Different dimensions of the customer experience include senses, emotions, feelings, perceptions, cognitive evaluations, involvement, memories as well as spiritual components, and behavioral intentions. The pre-consumption anticipation experience can be described as the amount of pleasure or displeasure received from savoring future events, while the remembered experience is related to a recollection of memories about previous events and experiences of a product or service.*”.

What exactly does that mean? In short, the customer experience encompasses the way all of the senses are involved in what's around you.

Think about the last time you went to a new restaurant that you were truly eager to try. You anticipated what it would be like to finally get to experience eating here. When you walked in the door, you noticed the way the place looked, how it smelled and how you were greeted. Did all of that continue to build anticipation for the food, or was it all a giant disappointment – a popped balloon, per se?

In reality, what we define as the dining experience is more than just the meal – it’s the entirety of how you felt and how those serving you made you feel. The same is true of a company. There isn’t one element that defines the culture or the experience of an organization. Where does it start? It starts with recruiting.



*BUILDING A STRONG  
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## *BUILDING A STRONG CULTURE STARTS FROM THE BEGINNING*

Culture is paramount in the TA recruiting process. Yes, we want people who understand the expectations of a position and have the skills to get the job done. However, it's just as important to find people who fit what we do here at Title Alliance and will be great members of the team.

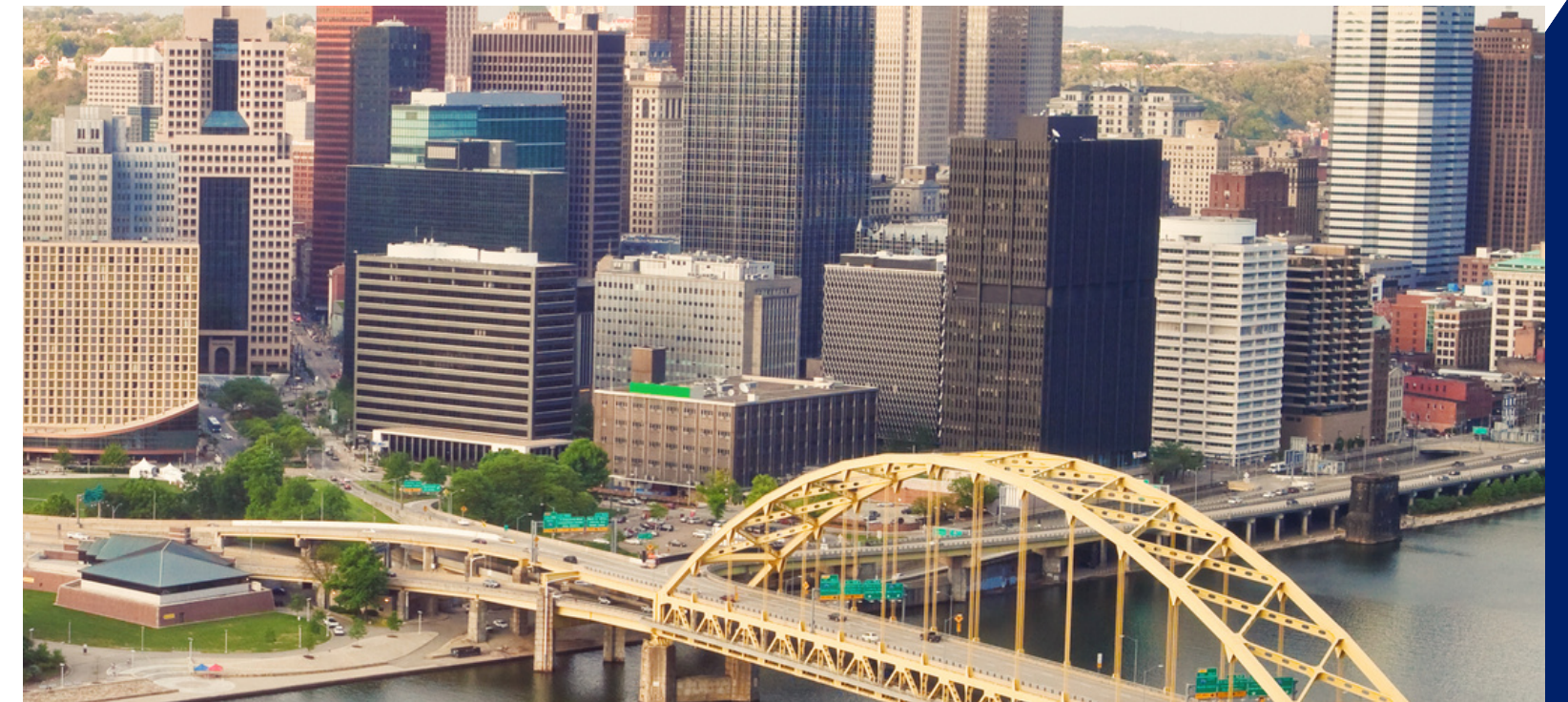
We provide a family-oriented culture while having a corporate infrastructure to allow for stability and strength, and we want people who want to immerse themselves in us as an organization. One of the tangible ways we've done this is by rebranding our Human Resources Team to People Operations. What does that mean?

It's much more than a gimmick. It shows that our People (with a capital P) are front and center in all conversations and in all decisions – even the hard ones – we make. Our leadership understands this company has an innate responsibility to take care of as many team members and their families as we can – and so we carefully search for people who will fit what we do here and what we plan to achieve as a Title Alliance family.

After someone accepts the offer, they are put into an onboarding program that begins the day they sign their letter. They will receive communication

from our Employee Experience Manager letting them know what to expect in their beginning days with us, and we even send them a gift to their home – filled with goodies and a handwritten note card welcoming them to our team. Setting standards – and providing the tools and resources – needed to meet those objectives starts with a strong foundation.

On Day One, new employees are greeted in their office and receive a box of additional goodies – including a copy of “The Energy Bus” by Jon Gordon. They are carefully walked through who we are, what we stand for and how they can succeed. Then, new team members are enrolled in a 180-day program where they work in their new-hire cohort on learning our policies and procedures. During their first week, they have an intimate meet and greet with our Executive Team on Zoom where they can connect and learn about the company and one another.





*CONNECTIONS AND  
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## CONNECTIONS AND VALUES COME FROM OUR CORE

**P**ersonal connections and building relationships are key to everything at Title Alliance. Many of our team members spend time before deciding to join Title Alliance watching our CEO and CSO, Jim Campbell and Lindsay Smith, on LinkedIn – where they post daily videos touching on a topic related to our culture, leadership or business in general. These videos allow for current and future team members, along with vendors and partners, to get an inside glimpse into the mindset of our Executive Team. There is also an emphasis during onboarding on our core values – the first of which is “Embrace Positivity.” They partake in a book club with questions around “The Energy Bus,” which is referenced multiple times throughout the 180-day orientation program.

All our core values play a role in what Title Alliance does – they are certainly more than words we put on paper (and on our website.) We spent time taking apart the core values we had for years and relaunched them with our future company in sight. The outcome was pretty magical: Embrace Positivity; Do the Right Thing; Get It Done; Have an Attitude of Gratitude; and Make People Happy. These values are hung in each of our offices; they are incorporated into emails and meetings, company awards and more, including talked about in our company huddles.

What is a company huddle, you ask? It’s just another way we all stay connected throughout our interesting national footprint. After all, with physical Title Alliance locations in 12 states and across four time zones, our teams aren’t able to be connected on a daily basis.

So, once per week for the East Coast and once per week for the West Coast, we gather together to share important information, motivational thoughts, to problem solve and to create connections with one another. Every team member – from our client experience specialists all the way up and through our CEO – actively participates in these calls. It’s another opportunity for people to feel connected and valued and informed no matter where they sit or what they might be working on or through.

Sometimes, we’ll use these huddles to host trainings. Other times we’ll use them to celebrate milestones and provide encouragement. During the Super Bowl, when our beloved Eagles were playing, we turned our West Coast Huddle into an all-company pep rally.





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## *TA GIVES BACK TO THE COMMUNITIES AND CAUSES WE LOVE*

**T**aking care of our teams is important. However, being a part of our communities is just as important. In 2018, we launched “Title Alliance Gives Back,” a program focused on working together for our communities. Pre-pandemic, we focused on shutting our offices down for a half day in April, so we could send out teams into the communities they know well to do a service project they found value in.

Like most things, we pivoted during the pandemic, and now Title Alliance supports multiple organizations through this program. Organizations we have supported include Feeding America, Domesticshelters.org and Alex’s Lemonade Stand. A committee of team members from Title Alliance pushes and reminds our teams that while many of us do so much, there is so much good we can do in the world if we all give a little – whether it be time or money.

Investing in our teams is critical to our continued success and to their personal development. In 2022, we launched Title Alliance Leadership Academy and began working with the first group of 10 students that August. These team members actively commit to engaging in group discussions, being mentored, learning from one another and from being vulnerable. We require our students, and our leaders, to take the “Invest in Your Leaders” to provide course study. The Leadership Academy also has brought in mentors from various sectors who spend 90 minutes teaching our teams and challenging them to implement what they have learned. The program lasts nine months and culminates with a Leadership Project that focuses on an area of opportunity or improvement that is presented to the Title Alliance Executive Team, complete with desired outcomes, plans and strategies for success. The intention is to provide opportunities for them to strengthen their leadership skills to move them into higher leadership roles throughout the organization.







*AMPLIFY-ING OUR  
VIVIDVISION*

## *AMPLIFY-ING OUR VIVIDVISION*

**A**mplifying our energies and our skills doesn't only happen throughout the workday or workweek. Annually, we gather our Leadership Team and one member from each of our operations across the country and immerse them in three days of learning, celebrating and connecting at our "Amplify" Leadership Conference. We focus here on opportunities for personal and professional growth – bringing in speakers to share experiences in the title space; on mindset; on wealth building; on stress mitigation; on gratitude and a myriad of other topics. The event involves a tremendous amount of connecting and has fun and a theme interspersed along the way. Our Amplify sentiments continue with book clubs, guest speakers and webinars that are offered throughout the year for our teams as optional opportunities to continue to invest in themselves.

Our entire culture is centered around the concept of having a "Vivid Vision." This is the cornerstone of our company and helps to assure that our teams, our leaders and our partners have a clear picture of what we need to accomplish.





# *THE TAKEAWAY*



## THE TAKEAWAY

**W**e share this information in the hopes that it might inspire or spark you to make one small change to your company that will set you apart from the competition and makes your overall experience – your culture – stronger.

As we celebrate our 75th Anniversary here in 2023, we know that things will change in the years to come. They always do. Plans and procedures that have helped us to get where we are will not get us to where we are going. However, one thing remains true - if we keep our culture front and center, we will continue to survive and thrive for years to come. So, we leave you with this thought and these questions... what is it that you can do for your teams today that would translate into an experience that they would feel with all of their senses? If you did that, how would it impact your culture, your morale, your team's performance and your company's success?







*Thank you to everyone out there who has been part of the Title Alliance story anytime in our history since 1948. As is often said, we believe the best chapters are yet to come and plan to keep investing in our future with you.*

