

A DEIB Success Story

OUR GOALS

- Increase employee experience & engagement
- Build a culture that further embraces inclusivity & belonging
- Set k.p.d. up for the future
- Shatter industry stereotypes
- Increase talent pipeline & workforce retention

“Our industry lacks diversity. I don’t know how we got there, but when I became CEO I told the team we were going to push boundaries, and that included embracing diversity.” - Kyle Hudson, CEO k.p.d. Insurance

Background

In August of 2020, Percipio Company was brought on to help k.p.d. Insurance engage in Diversity, Equity, Inclusion & Belonging (DEIB) training and exploration. The goal was to enhance the employee experience, strengthen employee relationships, and increase k.p.d.’s ability to recruit, retain and maximize talent.

Client Profile

k.p.d. is a third-generation commercial insurance agency in business for more than four decades and employs approximately 90 people. k.p.d. is proud to be a company where individuals of all backgrounds can build a career, continuously learn, grow, and find long-term success. Anyone who is motivated, enjoys learning new things and taking on new challenges can succeed, and k.p.d. is motivated to bring in new talent and different perspectives.

The company’s makeup generally reflects the broader legacy insurance industry: Predominantly middle-aged white men hold sales and ownership positions. Service positions are held predominantly by middle-aged white females. k.p.d. is eager to lead the industry in breaking this tradition by attracting a more diverse workforce.

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Identifying the Challenge | Embracing Opportunity

k.p.d. goals were clear. They wanted to build something for the next 30 years; an environment for all team members to grow and feel included. k.p.d. knew that to do that they would need to push boundaries, rethink embedded policies, embrace DEIB best practices, and drive fundamental changes to attract more diverse talent. CEO Kyle Hudson wanted to create space to “let leaders rise.” He encouraged team members to step into this moment, work together and make recommendations to embrace the opportunity for real change.

The k.p.d. | Percipio Partnership

The Percipio Company (TPC) is a team of management consultants & coaches passionate about helping businesses grow. Their deep expertise in cognitive, social, and workplace biases is rooted in the belief “that if you have a brain, you have bias.” With this foundation, TPC helps executives and their teams across a broad range of industries to reduce mental mistakes, strengthen workplace relationships, and disrupt existing bias within current HR processes, meeting protocols, and corporate policies. TPC’s experience working with large clients like LinkedIn and Salesforce and small to mid-size companies, combined with their tailored and thoughtful approach, is what drew KPD to partner with TPC.

“From the first conversation, we felt like Matt understood where we were and where we wanted to go with this work. It’s been a true partnership since our first call.”

- Kyle Hudson, CEO

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"We engaged with k.p.d. not to solve a quick problem but to **make a great company even better.**"

- Matthew Cahill, Percipio Company

The Process | How Percipio Partnered with k.p.d. to Deliver Results

Percipio worked with k.p.d. to create a safe space where every team member could be vulnerable through difficult but critical conversations. The teaching's deployed included various kinds of unconscious bias training, from "like-me" bias to proximity bias, always with the end goal of helping k.p.d.'s team become better and more thoughtful leaders, able to adapt and embrace new ways of engaging employees.

The partnership was grounded in self-exploration and discovery where team members were able to deepen their understanding of their own biases and where they are no longer serving them well. This process requires that participants get vulnerable and trust one another in ways that are not common in the modern workplace. Despite the fact that this is not easy -- in fact, because it is not easy -- incredible changes take form.

"As a result of this work, k.p.d. leaders are more equipped to make people feel comfortable and included here so that they can grow, thrive, and contribute in meaningful ways."

- Chish Courtney, HR Manager, k.p.d. Insurance

"I never thought we could have conversations like this. I can't wait to see where we are in 5 years." - Kyle Hudson, CEO



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"We are closer as a leadership team which impacts the whole company. We are better now and will be better in the long run."

- Daija Tucker, Asst. Director, Workers' Comp, k.p.d. Insurance

The Transformation | How Percipio's Tools Continue to Serve k.p.d.

Today, k.p.d. leadership sees a stronger team from the top-down, with deeper trust levels, enhanced conversations, and better, more conscious decision-making. Their leadership meetings are stronger, more focused, and more meaningful. Greater trust is leading to greater productivity. The team is more equipped to have open and productive conversations around diversity and inclusion to help them meet their long-term goals.

k.p.d. leaders can see things from a broader perspective, which helps them approach and work with people in a better and more meaningful way.

"We are now equipped to make people feel comfortable and included here so that they can grow, thrive, and contribute in meaningful ways."

- Chish Courtney, HR Manager.

"This work helps with blind spots that impact all aspects of my life." - Daija Tucker, Assistant Director, Workers' Compensation



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Transcending the Workplace | How Percipio's Work Enhances the Individual

DEIB work has the power to change your outlook on life. k.p.d. recognizes that the skillsets, tools, and processes that Percipio brought to k.p.d. didn't stop at the end of the workday. Instead, they enhanced how k.p.d. employees were as partners, parents, friends and community members. It has propelled deeper conversations in all aspects of life, leading to better conversations, better decisions, and better relationships.

Delivering Results | DEIB Return on Investment to k.p.d.

By making the decision to implement DEIB practices and partnering with Percipio, k.p.d. Insurance created sustainable solutions that drive results for their company, both internally and externally. k.p.d.'s improved practices around recruitment and retention are creating a more inclusive workplace where individuals are more connected to each other, their work, and the culture, all while meeting the mission of delivering the best service to their clients.

k.p.d. is proud to be leading into the future, embracing DEIB practices that enhance the experience for their employees at all levels and build a strong culture where people from all backgrounds can rise.

"Our company was good before, it's incredible now." - Chish Courtney, HR Manager, k.p.d. Insurance

The Percipio Company