

BrokerLink manager creates great workplace

BY SCOTT STRASSER
Staff Writer

Treat others the way you'd like to be treated.

It's an old adage, but one that has helped a local insurance brokerage in Airdrie receive a nomination for the Employer Excellence Award at the 2020 Airdrie Business Awards.

"Honestly, that nomination means the world to me," said Kristen Moran, manager with BrokerLink Inc. "I want to make this a happy and fun place to work and make sure staff are engaged and happy with what they do. Some of that has to do with the little extras."

According to Moran, those "little extras" include a variety of perks to get the best out of her eight employees. Whether it's volunteering at local community initiatives, supplying "treat days" or creating employee incentives, she said BrokerLink Inc. is dedicated to providing a positive work environment.

"We care about what goes on in the community," Moran said. "We do donations and sponsorships throughout the year to help different organizations and causes, as well as volunteering as an office for a few different events throughout the year."

BrokerLink is a nationwide insurance brokerage with more than 140 branches across Canada, including 25 in Alberta. The brokerage has two locations in Airdrie – one at 191 Edwards Way S.W. and one at 128 Edmonton Trail S.E. However, Moran said the two offices will be consolidating at the end of October when both will be housed at the Edmonton Trail location.

Airdrie's BrokerLink employees have volunteered



SCOTT STRASSER/Airdrie City View

BOSS BROKER – Kristen Moran is the branch manager of the BrokerLink Inc. location on Edwards Way in Airdrie. The office received a nomination for Employer of the Year at the 2020 Airdrie Business Awards.

at many community initiatives since the Edwards Way branch first opened its doors in February 2006, Moran said. The list includes the Airdrie Festival of Lights, Airdrie Public Library's Mighty Machines

program and various Boys and Girls Club of Airdrie events.

The company also provides employees with one volunteer day a year, according to Moran, when they're allowed to take a paid day off work to help out a local charity.

"It encourages them to stay involved in the community and also gives them the flexibility to not use up a vacation day or personal day to go and help a group or charity they're passionate about," she said.

The Stepping Up incentive is an in-house employee program, according to Moran. By helping another broker out with a difficult task or client, employees can receive a sticker for "stepping up." If employees accumulate enough stickers, they can earn rewards, Moran said, like a half-day or even a full day off.

Moran, who has been with BrokerLink for 16 years, acknowledged selling insurance can occasionally be a difficult task.

"We all have a job to do, and insurance is not always a fun job – people are not always happy when they call about insurance or have a claim," she said.

With that in mind, Moran said it's important to provide the best work environment possible for employees.

"Essentially, I treat them as I'd like to be treated as a frontline employee," she said. "I started as a receptionist and worked my way up over the 16 years, so I know what it's like to be on the frontlines."

"Happy staff are engaged staff, and engaged staff are doing their best job and the best they can for our customers and clients, because that's what matters the most – making sure our clients and customers are taken care of."



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