

# Culture & Belonging Report



# Our Call to Action

HUB's journey has been emblematic of what makes HUB so special – the autonomy, creativity, and entrepreneurial spirit of our local offices and local teams, matched with the power of HUB's company-wide resources. Our EMT is committed to Culture & Belonging at HUB International.

For the last several years, HUB President and CEO, Marc Cohen, and the HUB leadership team have been working on a strategic assessment and creation of an authentic path forward for HUB's Culture & Belonging journey.

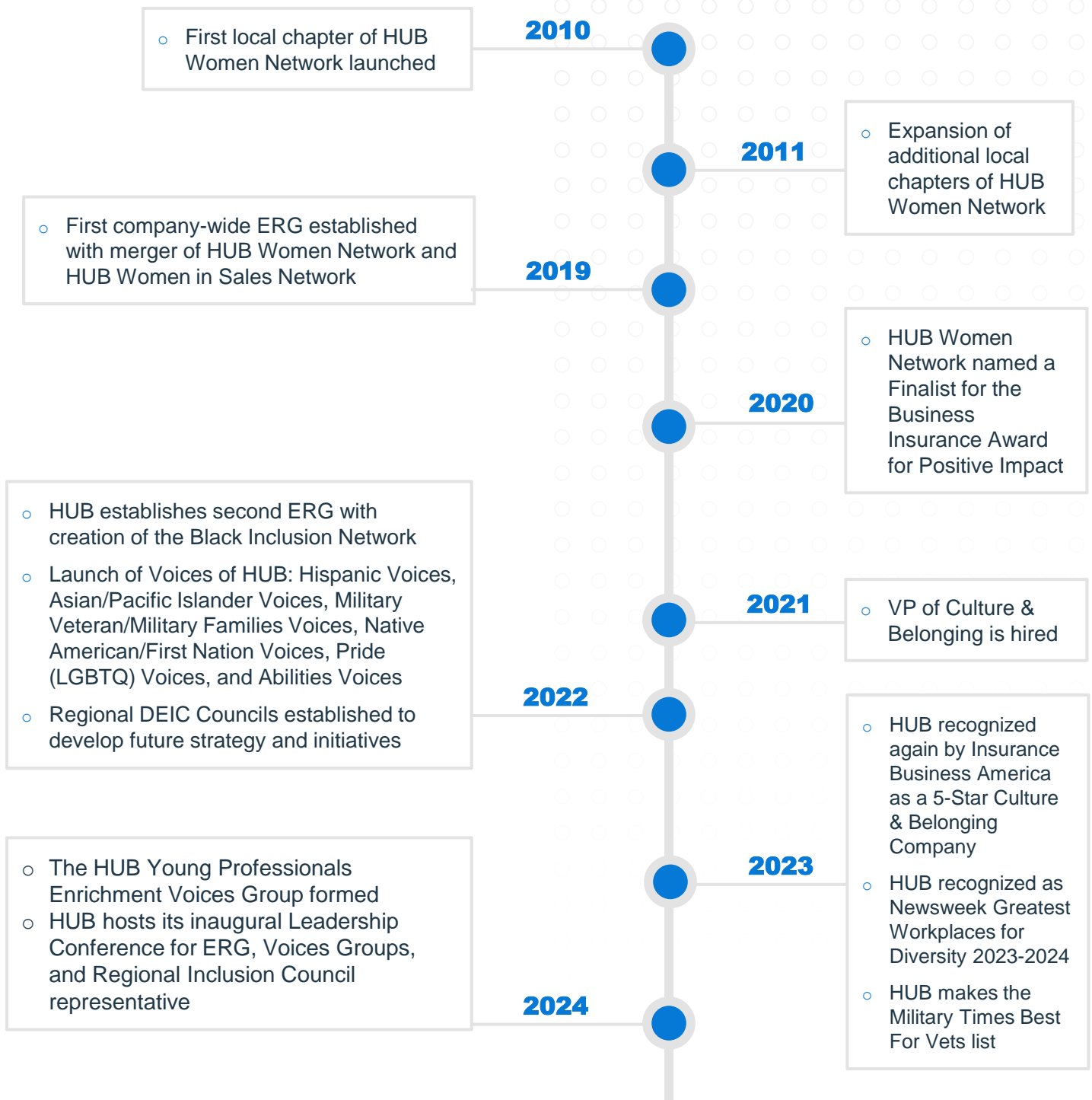
These efforts saw great acceleration with the addition of Kevin Bradley as the company's Vice President of Culture & Belonging. At HUB, we know that for efforts to be sustainable, it must be woven into our business practices, our talent/people practices, and our community engagement.



**“While HUB is only one piece in a much larger puzzle, we must do our part to continue to live our culture and actively lead in a way where all HUB employees feel this is a place where they belong. By educating ourselves and fostering a supportive environment, we can ensure that HUB is living up to its values. It is no surprise that I’m hearing conversations across our organization about employees embracing this message and taking steps to ensure that our actions are sustainable.”**

**- Marc Cohen**  
***HUB President & CEO***

# HUB's Culture & Belonging Journey



# Sustaining Our Momentum

In 2021, we developed a sustainable, interwoven Culture & Belonging strategy by focusing on three key components:

## **Talent**

We are committed to recruiting and attracting the best diverse teams and talent.

## **Community**

We are continuously enhancing our culture of inclusion and belonging.

## **Culture**

We place a diverse lens on our efforts in making a societal impact.

# Sustaining Our Momentum (Continued)

## Our additional efforts to date include:

- The creation of our company-wide resource page that includes manager tips on how to lead in an inclusive manner, archived webinars and podcasts hosted by our ERGs and Voices Groups, and a link to all these groups individual resource pages
- The launch of a curriculum with coursework on civility, belonging, unconscious bias, being an ally and other relevant topics on our online learning platform
- Embedding principles of belonging into our talent/people practices (from the candidate experience and onboarding, through performance management, leadership, and more)
- Measuring employee experience through engagement survey results with specific questions on Culture and Belonging
- Our ERGs and Voices Groups hosting numerous awareness raising and informative webinars and podcasts
- Kicking off Heritage Month and other Culture & Belonging- related recognition events that are delivered by ERGs and Voices teams through planning and executing the events in collaboration with stakeholder departments
- Semi-Annual in-person and Quarterly virtual meetings which are held with leadership from ERGs, Voices Groups, and Inclusion Councils to ensure collaboration, cooperation between the groups and intersectionality of topics are considered
- Participating in industry and cross-industry consortiums
- Aligning to HUB's core business through partnerships and sponsorships of key organizations to have better access to niche markets
- Leveraging our employee groups to identify potential candidate sources





# Our Employee Resource & Voices Groups



**Abilities  
Voices**



**HUB Black Inclusion  
Network**



**Indigenous  
Voices**



**Asian & Pacific  
Islander Voices**



**HUB Women  
Network**



**Military Veterans  
& Military Families  
Voices**



**Hispanic  
Voices**



**HYPE**  
HUB's Young Professional Enrichment  
Voices Group



**PRIDE  
Voices**



# Culture & Belonging= Sustained Success



## **Abilities Voices**

Assistive Tech Market in the U.S. is worth \$25 Billion



## **Military Veterans & Military Families Voices**

Veteran-owned businesses generate \$1.7 trillion annually in the U.S.



## **Asian & Pacific Islander Voices**

Asian Pacific Islanders make up 13% of all U.S. Business, 1 Trillion in Revenue



## **PRIDE Voices**

Queer-owned businesses contribute to \$1.7 Trillion to the U.S. Economy



## **Hispanic Voices**

Latinos make up 5 million businesses in the U.S. and contribute more than \$800 Billion, annually



## **HUB Women Network**

Women own about 20% of all businesses in the U.S., producing a total revenue of \$1.9 trillion dollars



## **Indigenous Voices**

Native American-owned businesses contribute \$33 billion to the U.S. economy



## **HUB Black Inclusion Network**

There are over 100,000 Black-owned businesses in the U.S., producing \$206 Billion in Revenue



## **HYPE**

HUB's Young Professional Enrichment Voices Group

48% of Millennials and 62% of Gen Z has started or intended to start their own business



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