

# What “Bring on the Future” Means for Amwins

By James Drinkwater



We kicked off 2020 with the expectation of a strong year. But just a little more than two months later, on March 15, we sent everyone home to work, and those expectations went completely out the window.

As we worked from our kitchen tables and couches, we quickly realized we were in uncharted waters. At many organizations, this would seem like a reasonable moment to panic. But we aren't like most organizations.

While none of us can predict the future, we're always prepared for it. We're deeply rooted in a culture of collaboration, flexibility, and patience. And, while patience might sound like an odd virtue for a specialty insurance provider, it allows for long-term planning, deliberate action, and creative thinking. It's what allows us to confidently declare: Bring on the Future — we'll cover it.

## How we got here

At many companies, the future is considered quarter over quarter or year by year. But at Amwins, we're thinking much bigger-picture — 150 years bigger.

Our 150-year vision began when we were just a startup and is based on a simple question: Where can we take this company long term? The details of our response change constantly, based on factors like technological advances, fluctuating political and financial climates, and, yes, unexpected events like the COVID-19 pandemic. But when we look at the big picture and our broader goals, we fully believe perseverance will lead to our long-term success.

That methodical mindset plays out in all corners of the Amwins organization. Any change in our culture comes not because of in-the-moment trends, but from real philosophies that make sense for our employees. And it's easy for us to resist jumping on a technology bandwagon for the sake of being first, because any new tool needs to prove worthwhile before we invest significant time and resources.

Our systematic approach shouldn't be construed as stodginess — after all, that would be antithetical to our “Bring on the Future” credo. Particularly when it comes to technology, our team recognizes the value of stepping

aside and letting the experts explore how we can evolve to exceed the moment. That means giving brokers more tools, creating a more efficient business, and improving the experience of the individual handling an account — all with the end-client in mind.

As we go about our daily work, those end-clients are always in our thoughts; our long-term success depends on supporting and serving their needs today. But we never rush a deal, and we don't overreact when things get tough. We pause, exhale, and keep our eyes on the future.

## Where we're going

While our 150-year vision prepared us for the events of 2020, it still came as a shock to our systems. Stress, frustration, and fatigue all played a role. But from crisis emerged community and support, from a new internal Facebook group to birthday notes and newfound highs in organization-wide collaboration. Every challenge we meet only increases our optimism, pride, and strength, and this will go down in our history as one of those defining moments.

What's next? Building on this defining moment to grow ever-more nimble while remaining humble. Amwins' founders set us up for success through our 150-year vision, but none of us will be here in 150 years. We're deeply committed to training and developing the next generation of talent and leadership so they can continue the journey in their own image. That includes an ongoing focus on training, diversity, specialization, and servant leadership, all areas that hold an important position in our culture.

Amwins began as a startup wondering if we would have the funds to make payroll. Less than two decades later, we have 124 offices and nearly 5,349 employees across 12 countries. Where will we be in another 10, 20, or 50 years? We can't predict the answer, because it changes by the day — but we'll keep planning for it.

Bring on the future.

