



# Team Building in a Virtual Insurance Agency

## A Simple Guide to Creating Connection, Culture, and Consistency

Running a remote insurance agency comes with real challenges—especially when it comes to keeping your team connected, motivated, and bought in. But culture doesn't happen by accident. This guide will help you create intentional moments of connection that align with your agency's values and make your virtual team feel like a team.

Whether you're just starting out or want to level up your agency culture, these ideas are easy to implement, low-cost, and high-impact.

## 1. Start With Recognition

**People stay where they feel seen.**

Recognition is one of the easiest—and most impactful—ways to build culture remotely. A simple shoutout or thoughtful gesture can go a long way in making someone feel appreciated.

**Try This:**

- **Weekly Shoutouts:** Start each team meeting with 2 minutes of “shoutouts”—praise from peers or leadership.
- **Team Member Spotlights:** Feature one team member per week with a few fun personal + professional facts.
- **Birthday Celebrations:** Send a \$10 DoorDash gift card and post a fun birthday GIF in Slack or Teams.
- **Work Anniversary Moments:** Acknowledge milestones with a personal message from leadership or a quick shoutout in your team newsletter.

## 2. Create Meaningful Connection

**A great culture is built on relationships.**

Working remotely can get lonely. Intentional team bonding helps build trust and encourages people to show up as themselves. These light-touch activities make a big difference over time.

**Try This:**



- **"Best Thing This Week":** Start your Monday meetings by letting everyone share one personal or professional win.
- **Virtual Coffee Chats:** Randomly pair team members for 15-minute “just because” calls.
- **Show & Tell:** Once a week, have a team member share something personal (a photo, a story, an object on their desk).
- **Bucket List Shares:** What’s something on their life bucket list? Great for getting to know teammates on a deeper level.

### 3. Gamify It: Lighthearted Fun & Friendly Competition

**Fun builds buy-in.**

Games and friendly competition bring energy into your remote environment. The goal isn’t perfection—it’s connection. Keep it inclusive and light, and you’ll create a culture your team enjoys being part of.

**Try This:**

- **Jeopardy or Trivia Games:** Great for reinforcing company values, insurance knowledge, or just having fun.
- **Two Truths and a Lie:** A classic icebreaker—great for learning quirky facts about teammates.
- **Guess the Workspace:** Share cropped images of desks and guess who it belongs to.
- **Would You Rather:** Mix light and silly with work-related questions.
- **Charades (Virtual Edition):** Quick, creative, and guaranteed to get people laughing.

### 4. Prioritize Wellness & Recharge Time

**A healthy team is a productive team.**

Burnout is real, especially in high-performance environments. Protecting your team’s energy keeps morale high and turnover low.

**Try This:**

- **Stretch Breaks or Desk Yoga:** 5-minute sessions before a meeting.
- **Water or Step Challenges:** Friendly, trackable team fitness goals.
- **No-Meeting Fridays (Afternoons):** Block out time for deep work or mental recharge.
- **Mindfulness Minutes:** Start a meeting with a 60-second breathing exercise.



## 5. Growth & Ownership

### Empowered people stay longer.

When your team feels like they're growing—not just clocking in—they'll take more ownership and invest deeper in your agency's success.

#### Try This:

- **Lunch & Learns:** Let a team member teach something they're passionate about (insurance-related or not).
- **Book or Podcast Club:** Choose something short and discuss once a month.
- **Mini Brainstorm Sessions:** Host 30-minute "what's working, what's not" idea jams.
- **Cross-Training & Job Shadowing:** Rotate team members into different roles for 1–2 hours so they better understand how the agency works. It improves collaboration and helps identify future leaders.

### Final Thoughts

Building culture in a remote agency doesn't require big budgets or elaborate programs. It just requires intention. Pick 1-2 ideas from each category and implement them consistently over the next quarter. You'll start to see more engagement, stronger relationships, and a team that's excited to show up.

**Start small. Stay consistent. Keep it human.**