



GUIDING PRINCIPLES

Ohio Mutual
Insurance Group

omig.com

PURPOSE

To keep the promises that secure dreams.

STRATEGIC OBJECTIVES

We hold as our ultimate objective the production of an underwriting profit, which enables the financial security of our mutual policyholders.

We are steadfastly committed to the Independent Agency System, recognizing our independent agents as our business partners.

We are committed to long-term controlled growth.

We will seek inspiration from our Guiding Principles.

VISION

To be recognized as an industry leader through our reputation with our business partners, making us the preferred choice for property-casualty insurance by our customers.

MISSION

To enhance policyholder value by harnessing our financial strength, the ingenuity of our associates, and the shared loyalties of our business partners.

VALUES

We see our associates, our independent agents, and our other business partners focused by one set of aligned values:

CHARACTER

Be passionate about what you do
Do the right thing
Keep your ego in check
Help each other achieve balance

RESULTS

Focus on underwriting profit
Maintain strong internal controls
Seek balanced growth
Own every issue to conclusion

SERVICE

Build solid relationships
Be customer focused
Seek a "win-win" result
Exceed expectations

COMMUNICATION

Encourage honest feedback
Use objective measurements
Build a trusting environment
Be candid without regard to position

INITIATIVE

Focus on fundamentals
Embrace change
Try something new
Keep your skills current