

SUCCESS STORY: TITLECORE NATIONAL

A Strategic Plan Focuses on Employee Development



TitleCore National has relied upon the consultants of the Nebraska Business Development Center (NBDC) for expertise in strategic planning and employee development since 2015. TitleCore was formed four years ago by a merger of companies operated by Sam Cooper (Omaha Title and Escrow) and Nick Henderson (TitleCore, formerly Spence Title Services and First Nebraska Title and Escrow). TitleCore National provides residential and commercial title insurance and real estate related services.

One of the first acts for the newly-formed TitleCore National was to contact NBDC and two other consulting organizations about creating a strategic plan, including the development of a strategic planning committee. “We selected NBDC,” Cooper says, “and we have been thrilled with what they have done ever since.”

Cooper and other executives at TitleCore worked with NBDC account representative Laurie Matthews Tullius to establish core leadership competencies. “This helped us to define what we were looking for as a leadership team,” Cooper says. Part of the process included conducting DISC (Dominance, Influence, Steadiness and Conscientiousness) assessments. “Through the individual DISC assessments, we determined we needed to form a team of people not with similar strengths, but with a variety of strengths,” Cooper says.

After identifying the strategic planning committee, which included talent at all levels of the organization, NBDC facilitated a two-day session to refine a clear direction for the company. TitleCore National then continued its strategic planning work with a main committee and several subcommittees, which was aided one year later with a follow-up session led by NBDC.

Most recently, TitleCore added the position of director of education and development, dedicated to the assessment, retention and advancement of talent among the company’s 60 total employees at offices in Omaha and Lincoln. The new director worked with NBDC to create a program named “TitleCore National Professional Development and Career Development,” which introduces basic tools for project planning, relationship building, effective communication and feedback, presentation skills, business communication and influencing. The program is based on TitleCore’s established values of collaboration, communication, innovation, integrity and respect.

The first dozen participants began the program in December 2018 and completed it in March. “We brought together people from all different areas of the company, so it was spread across our footprint,” Cooper says. “It really worked out well for us.”

He says the company plans to continue working with the NBDC as it grows a national market for its services.

“Several things impress me about NBDC,” Cooper says. “One is the tremendous pool of talent they draw from. They really know how to work it backwards; to find out what we need first, then assign the right consultants to the task.

“Second, we also feel the costs associated with NBDC’s formal programs have been very reasonable. We looked at other organizations and we get a lot more bang for our buck with NBDC,” he says. “And, they have been very easy to work with. They do exactly what we want to do, when we want to do it, not on their schedule but according to ours.”

REPORT DATE

› June, 2019

INDUSTRY

- › Residential and commercial title insurance
- › Real estate related services

CONSULTING

- › Strategic planning
- › Define core competencies
- › DISC assessments
- › Training programs

RESULTS

- › Training program completed
- › Development of planning committee

CONSULTANT: LAURIE MATTHEWS TULLIUS
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