

Culture Conversations

Who you are matters!

Daniel Felicetti: Diversity looks like what the outside world looks like. When you look around in society, like, everyone does not look the same. Although we are the same inside, we don't all look the same. And so when a workplace doesn't mirror that, it kind of looks a little odd. And so diversity in the workplace is just being a mirror of what the general society looks like.

Daniel Felicetti
Financial Advisor

Daniel Felicetti: My name is Dan, and we are in Kitchener in my lovely home. As an agent with Co-operators, I do really push forward and really cherish the fact that I'm really involved in the community. My office sponsors the Spectrum Rainbow annual gala every year.

Daniel Felicetti: I also take the time to kind of, like, step back and focus on myself as a person. I've always been, somebody who is outside, outdoors all the time. I love being outside, running, swimming, biking, all of those kind of things. The sun is my best friend.

Daniel Felicetti: The thing that I love the most about being an advisor is the team that I've built around me. I am very lucky to say that the people that I work with every day are my best friends. My office manager actually worked with me at Home Depot when we were 18 years old. And we've worked together ever since. And the office environment itself is just, like, super fun, we have a great time. It's a young little office that we've built around ourselves. It's not going to work. It's just hanging out with family.

Daniel Felicetti: Being safe and being authentic at work, to me, means that, you know, when you sit down and you walk into your office, that you can be who you are, inside and out, through and through. You don't have to second guess what you're saying, second guess what you're doing. You just get to be you. I do think there's a part of it that is a little bit unique to Co-operators. I mean, it's a very large company that has, you know, so many different arms of the business.

Daniel Felicetti: It's not always been the experience that I've had at different jobs. There has definitely been jobs where I had to kind of think before I said things, or watched the way I reacted to something. And I am very appreciative of the fact that I don't have to do that

here.

Daniel Felicetti: I think that it's different within Co-operators because there is such, a push to like, understand and appreciate the opinions and thoughts and, suggestions from people, no matter what part of the business they're in. And I do think that it's really cool when you look at a room full of Co-operators employees, it does reflect what the general public looks like.

Daniel Felicetti: Who you are does matter. You as a person matter. Everything that you think and that you do matters. And you need to know that and believe that in the core of your being.

Who are you matters!

Complete your self-identification today.