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R&R days to support their mental health and engage in professional development through formal soft skills training and challenging projects. This mindset also extends to the community, with CDM teams actively participating in volunteer activities. You can apply Core Digital's ideas: Remember that your employees are people with stressors, passing businesses maximize success. The more you can help them manage their stress and dedicate time to what fuels them outside of the office, the more energized they will be at work. Incentivize that energy through quarterly or annual performance bonuses to reward initiative, growth and productivity. Forward Financing is a Boston-based fintech that aims to provide fast and flexible working capital to small businesses across the United States. Using its proprietary technology, the company offers same-day funding through revenue-based financing. What makes Forward Financing's culture great: Even though Forward Financing has team members dispersed throughout the U.S., it aims to foster a fun-loving and collaborative culture — both in-person and online. Through virtual game nights, small group lunches and monthly happy hours in the company's Boston office, the company prioritizes connection, collaboration and transparency. How you can apply Forward Financing's ideas: In-person social events are great but don't forget about your team members who are fully remote. If you have a partially hybrid or partially remote workforce, look for opportunities to include those you don't see on a weekly basis. This might be through annual or semi-annual events like game or movie nights. This will help ensure it's not only your hybrid employees that benefit from a great company culture. Publica operates a connected TV adtech platform for managing and deploying advertising content, assisting clients in predicting ad timing and optimizing ad frequency. Publica's platform includes features for ad pod automation, audience targeting and campaign management. What makes Publica's culture great: The company is committed to its diversity and inclusion efforts, employing dedicated diversity and inclusion staff and boasting a highly diverse management team alongside a documented equal pay policy. Publica also offers a number of wellness benefits beyond the standard health insurance package, including pet insurance, a fitness stipend and mental health benefits. The company also sponsors company outings like happy hours that allow employees to get to know one another outside of the workplace. How you can apply Publica's ideas: Find opportunities to host social events for your employees and their families. These are great ways to help your employees get to know one another and also demonstrate that you're invested in their overall wellness and not just their work productivity. For a Travel careers page describes the company's culture as "energizing and collaborative." What makes For a Travel's culture great: The company aims to deliver well-rounded support for employees by offering benefits like ClassPass memberships, unlimited vacation and leadership training via LifeLabs Learning. For a Travel also emphasizes flexibility and autonomy through its hybrid work policy and by giving HQ employees up to three weeks each for work fully remote. How you can apply For a Travel's ideas: Get creative about giving your employees access to resources that help them prioritize both their personal and professional lives. Implement strategies that balance flexibility with an emphasis on career growth and workplace collaboration. Spotnana offers a Travel-as-a-Service platform to personalize travel booking and power quality travel experiences. The company provides a single cloud-based platform accessible to corporations, travel management agencies, suppliers and technology providers so companies don't need an entire tech stack for their business travel needs. What makes Spotnana's company culture great: Since its founding in 2020, Spotnana has been a global company. In 2022, the company hosted its first global gathering in Jaipur, India. The event brought together 200 Spotters from 29 countries, not to mention employees from 14 different cities around India. The event, aptly named Converge, was an opportunity to foster collaboration and build community. How you can apply Spotnana's ideas: If you have a hybrid or fully distributed workforce, prioritize annual or semi-annual gatherings for the entire team. These types of events allow employees to connect with their colleagues in a meaningful way and help them feel a part of a larger community. OTR Solutions provides services and digital tools to ensure reliable cash flow and optimized back-office operations for businesses in the transportation industry. Its cloud-native platform discovers freight factoring solutions and offers support to help trucking businesses maximize success. What makes OTR's culture great: The company offers several initiatives that support not only its employees, but also its industry partners, clients and community. It hosts three internal impact groups: Diversity in Logistics, Women in Logistics and OTR Cares. Even though each group has a different mission, each one works to make the company and the community the best it can be. "Everyone here has the same objective: to make the company a better place," Ryan Goodrich, the OTR Director of Application Development, told Built In. How you can apply OTR's ideas: Create groups where employees from marginalized communities can feel like they belong. These impact groups can broadly apply to populations or be focused on more niche initiatives. Either way, they help your employees feel heard in the workplace. Giving your employees the opportunity to attend the industry and community through their day-to-day work can help give them a clear sense of purpose. Consumers use Thumbtack's online platform to find skilled, experienced and well-rated professionals to take care of projects around the home. The company also has a suite of tools for small businesses, giving them the capabilities to build a reputable digital presence and land jobs. What makes Thumbtack's culture great: Thumbtack gives team members flexibility in terms of location and schedule, characterizing this work style as "more equitable and effective." Thumbtack supports its distributed workforce by offering a remote work stipend, establishing collaboration hours, maintaining physical workspaces known as libraries in San Francisco and Salt Lake City and using local community Slack channels to facilitate in-person meetups. How you can apply Thumbtack's ideas: Whether your workforce is entirely remote or you offer a remote arrangement as one of multiple work options, keep in mind ways that you can enhance collaboration among team members based in different time zones and make time for employees throughout the organization to get to know one another both virtually and in real-life meetups. Wise has a fintech platform that allows users to send, receive and convert money in over a dozen currencies for both personal and business uses. What makes Wise's culture great: The company allows employees to make decisions about which problems to solve in order of what they consider to be most relevant or urgent. It also prioritizes customers by inviting them to test products and getting feedback. How can you apply Wise's ideas: Take into consideration what your customers and employees think. What they think is important should be important to you as well, since your business relies upon them. CPI OpenFox develops software solutions for the law enforcement community, serving agencies across more than two dozen states. Its OpenFox suite of products includes tools for background checks, sex offender registry management, criminal history databases and evidence tracking, available as installed software or SaaS. What makes CPI OpenFox's culture great: The company has a "Culture Club" committee that organizes group activities for all employees multiple times each month. Activities include bags, bubble hockey, ping pong, arcade tournaments, trivia, office Olympics, games, celebrations, potlucks and barbecues. How you can apply CPI OpenFox's ideas: If you're looking for opportunities to bring your team together, don't underestimate the power of casual or celebratory gatherings. These give employees time to get to know one another outside of work, and a family-friendly event can also be a great way to help team members feel more connected. User research platform Dscout offers video research software designed to gather, manage and share in-context moments sourced globally. With an interactive platform facilitating real-time feedback, Dscout empowers companies to collect qualitative data directly from customers and users to improve product development and brand engagement efforts. What makes Dscout's culture great: Dscout has a "Work From Almost Anywhere," policy that allows employees to work from home or out of Dscout's Chicago office. Despite its distributed workforce, the company embraces the power of gathering together by hosting an annual Midpoint event that brings all employees to Chicago for a week-long series of strategy sessions and fun team events. How you can apply Dscout's ideas: If you have a lot of remote employees, bring everyone together in one room once or twice a year. In the meantime, host casual virtual events that allow team members to get to know one another. For example, Dscout also hosts a ritual Tuesday Tea event, in which someone from the team volunteers to share about one of their hobbies or interests. Enigma's technology is designed to provide its clients with comprehensive, actionable insights on the identity, behavior and financial health of small and medium businesses. Companies and financial institutions use Enigma's intelligence solutions for targeted customer acquisition, risk assessments, credit pre-approvals and other applications. What makes Enigma's culture great: Enigma responded to employee feedback expressing a desire for more health and wellness reimbursements by establishing a \$100 monthly wellness stipend that team members use to cover things like massages, workout gear and even healthy food options. Enigma also has a productivity tool budget to ensure employees have what they need to work comfortably, such as ergonomic chairs and noise-canceling headphones. How you can apply Enigma's ideas: Proactively seek out feedback and ideas from your employees on ways to improve physical work spaces, team culture and benefits. Whether it's offering additional perks or simply creating more opportunities for team members to connect virtually and in person, work toward implementing solutions that let employees know their voices are valued. Agero provides services and software solutions for roadside assistance, accident management, electric vehicle support and post-warranty benefits, catering to businesses in the automotive and insurance industries. Leveraging over 60 terabytes of data annually, the company optimizes service delivery through innovative platforms like Swoop, which uses AI to streamline roadside assistance programs. What makes Agero's culture great: Agero says it focuses on building a supportive, stimulating and transparent environment for its employees. The company offers a range of benefits for employees including what it calls "robust internal learning and career development programs." It offers a continuing education stipend, online course subscriptions, paid industry certifications and opportunities to take advantage of continuing education programs during work hours. How you can apply Agero's ideas: Look for ways you can help your employees grow into new opportunities while staying with your company. Employee turnover is costly and time consuming. Instead of letting your highest performers find their next great opportunity with another organization, formalize upskilling and professional development within your company — whether that's through conferences, online courses, industry certifications or a tuition reimbursement program. VelocityEHS offers environmental, health, safety and sustainability solutions for its client companies. Its platform aims to deliver more affordable and efficient solutions. What makes VelocityEHS's work culture great: The company says it has a life-work balance mindset with a remote-first workforce. It has check-ins with employees throughout the year to gauge how employees feel, what they need and what challenges they need help with. VelocityEHS also has Affinity Groups, in-person events, paid volunteer time off and volunteer events. How you can apply VelocityEHS's ideas: VelocityEHS aims to put its employees first. Offer opportunities for employees to voice their opinions. Allow groups where employees can feel comfortable with like-minded people. Create portioned out time for your team to support causes they care about. Golden Hippo specializes in developing and marketing direct-to-consumer brands in the health, beauty and pet care sectors. The company creates products with input from experts, managing everything from product development to customer service in-house. What makes Golden Hippo's culture great: The company is known for offering a number of employee benefits including tuition reimbursement and parental leave alongside a wide range of on-site perks like a gym, free meals and a pet-friendly office space. It also encourages team members to volunteer in their local communities and has donated over \$6 million dollars across a number of charitable organizations. In addition, Golden Hippo says it's committed to "fostering an environment that thrives on inclusivity, diversity and acceptance." It does this through recruiting across demographics like gender, age and ethnicity and fostering a culture of belonging. How you can apply Golden Hippo's ideas: Start a volunteer program that allows employees to take time off to work with a charity of their choice, or take suggestions from employees about where the company can donate a share of its profits. This will help give employees a sense of ownership over the ways your company contributes to the community. Achieve is a personal finance company that offers intelligent technology solutions for budgeting tools and debt management. It aims to help customers find financial independence through home equity loans, financial education and low fixed-rate personal loans. What makes Achieve's culture great: Achieve has ERGs for employees who identify as Black/African American, LGBTQ+, women, Hispanic/Latinx, Asian American/Pacific Islander or military service veterans and their families. The company also boasts Talkspace, an emotional support app, as a mental health benefit. Its Freedom Family group receives two days of paid time to volunteer at a charity of their choice. How you can apply Achieve's ideas: If you are looking for ways to make employees feel welcomed, ERGs are a great way for employees to connect with others who identify themselves similarly. Also, providing employees mental health benefits shows that your company cares, as does paying employees for time they may spend bettering their community. Grubhub has an online and mobile platform that allows users to order food for pickup or delivery from local restaurants and chains. It gives customers access to coupons, special offers and reviews, along with its customer care team that is available at all times and tracks each order. What makes Grubhub's culture great: Grubhub provides its employees with a weekly Grubhub credit, company-wide fitness challenges, employee network groups and generous medical benefits. Its new parents get eight weeks of paid parental bonding time, a four week returnship program and six to eight weeks of paid medical leave. Employees also receive paid time off to support the causes they care about. How can you apply Grubhub's ideas: Value your employees' time and effort. Make a point to pay attention to their physical health. Offer them time to take care of themselves and their families. This makes employees feel appreciated and cared for. Wolverine Trading is a proprietary trading firm and market maker specializing in a wide range of securities and derivatives, including equities, futures, ETFs and cash bonds. As part of the Wolverine group, it also offers asset management, order execution services and technology solutions across global markets. What makes Wolverine's culture great: The firm boasts a clear career paths across your organization and provide your employees with avenues for learning and development that will help them grow into your company's future leaders. Employees with long tenure across a variety of roles can help you keep new employees motivated while demonstrating how much you value your long-standing team members. Convention Data Services provides event registration, data management and lead retrieval services for trade shows, conferences and other events. The company works to streamline event operations, enhance attendee experiences and facilitate networking and business opportunities for event organizers, exhibitors and attendees alike. Greenlight Guru provides medical device companies with technology that can collect clinical data and streamline the process of bringing their products to market. What makes Greenlight Guru's culture great: The company's mission is "to improve the quality of life" by improving medical device development. It describes its cultural approach as CARE, which stands for customer-centric, adaptive, responsible with risks, and execution focused. How you can apply Greenlight Guru's ideas: Consider the big picture in your mission: How does your vision lead to the world you want to see? Make your cultural approach catchy, allowing your employees to easily remember it. Also, encourage a comprehensive strategy that includes your clients and employees' needs. Strategies to decode, maintain and improve company culture. Jackpocket develops and markets a mobile app that allows users to order and play official lottery games online. Through the app, users can pick their numbers, view their tickets and receive winnings up to \$600 directly in their Jackpocket accounts, while larger winnings are securely delivered to players by trusted lottery retailers. What makes Jackpocket's culture great: Jackpocket aims to forge a "culture around continuous education" through lunch and learn events, company retreats and access to job-related conferences and seminars. In this way, the company upskills its existing workforce and promotes from within. As VP of Product, Jeff Glazer told Built In: "I was always given a chance to succeed in a new role...Whether enrolling in a training course or having one-on-ones to help my development, I knew the company was invested in my success." How you can apply Jackpocket's ideas: Develop clear career paths across your organization and provide your employees with avenues for learning and development that will help them grow into your company's future leaders. Employees with long tenure across a variety of roles can help you keep new employees motivated while demonstrating how much you value your long-standing team members. Convention Data Services provides event registration, data management and lead retrieval services for trade shows, conferences and other events. The company works to streamline event operations, enhance attendee experiences and facilitate networking and business opportunities for event organizers, exhibitors and attendees alike. What makes Convention Data Services' culture great: "CDS provides a good space for individualism by allowing you to put your own stamp on the company, while receiving a high level of support," an employee shared with Built In. The company puts its employees first, which is what helps CDS maintain such a staggeringly high retention rate. The company is also well known for promoting from within and investing in employees' continuing education. In addition, CDS boasts 12 weeks of paid parental leave, encourages employees to take time off to volunteer in their local communities and lets employees decide if they want to work in-person, hybrid or fully remote based on their needs. CDS also told Built In that they have a flexible PTO policy "so employees can live their best lives." How you can apply Convention Data Services' ideas: Give your employees space to take the time they need to recharge and spend time with their loved ones. Let them have a say in how they work best — whether that's working in-person, hybrid or remotely. Develop learning programs for your employees that allow them to upskill and bring their new skills back to the company. Related ReadingCompanies With Highly Engaged Employees zLinq is a company that offers telecommunication strategy to multi-site businesses. It aims to optimize its clients' voice and data communications, and consolidates G Suite, Slack, phone systems and networking. What makes zLinq's culture great: zLinq says it believes in work-life balance and giving back to the community. It says its culture is built around trust, results and fun, which can be seen in its "dogs allowed" office policy. The company also provides its employees with quarterly wellness days. How can you apply zLinq's ideas: You can apply zLinq's ideas by showing your employees that you appreciate their personal lives. Considering bringing the animals that your employees love into the workplace, makes them feel appreciated in turn. ActBlue is a nonprofit tech organization that assists democratic candidates, progressive organizations and nonprofits in building grassroots campaigns. Its fundraising platform provides customizable contribution forms and features like ActBlue Express Lane, allowing donors to contribute with a single click. What makes ActBlue's culture great: ActBlue says it pursues diverse perspectives and ideas, working to ensure a wide range of lived experiences, communication styles and problem-solving approaches on its team. The company aims to foster a supportive work environment, recognizing that a fun, relaxed and collaborative atmosphere positively impacts its ability to uphold its values. As a remote-first organization, it accommodates various schedules to suit the working hours of all team members. "We believe in the power of people. It's in our mission and it drives our culture. It takes all types of people to make ActBlue go," the company told Built In. How you can apply ActBlue's ideas: If you can offer your employees a flexible work schedule or a casual work environment, that can go a long way toward helping your employees feel at home even when they are at work. When your team can relax into their work day, they can focus on being more productive, creative and collaborative. The Predictive Index's suite of products work to help companies make better hires, increase employee engagement and build high-performing teams. The company also offers workshops and opportunities to work with PI consultants to collaborate directly with leaders who are developing their teams. What makes The Predictive Index's company culture great: At PI, leaders work to recognize and accommodate different behavior and work styles through daily communication, work assignments and flexible work arrangements. PI also has a number of ERGs for underrepresented groups, like QueergePI for its LGBTQ+ employees, while supporting employee-led initiatives like Change@Work. How you can apply The Predictive Index's ideas: Celebrate your differences and know that they are fundamental to your company's success. Acknowledge the existence of implicit biases and work to mitigate them. Finally, listen to your employees. If they are telling you they don't feel like they belong or can't be themselves at work, believe them. Create space for them to share their feelings with folks who understand, whether that's through a forum, an ERG or a one-on-one mentorship program. Evive integrates big data with predictive analytics to help people optimize their work benefits. With Evive's platform, employers can design personalized outreach and campaigns that connect employees with the benefits most relevant to them. What makes Evive's team culture great: The company is passionate about making an impact on people's daily lives, and so are its people. To reduce Evive's employee footprint, the company created a "going green" initiative that continues to influence its work environment. Employees extend their impact beyond the office by volunteering at local organizations, including the Greater Chicago Food Depository. How you can apply Evive's ideas: Create an organizational culture based on a cause. Support employees' interests by providing opportunities to volunteer, start a passion project or implement programs that incorporate the whole team to meet a goal. Read NextCompany Culture Videos: Learn From 21 of the Best Examples Out There Terakeet is a marketing firm specializing in owned asset optimization for large enterprise clients. By leveraging existing resources such as client databases, social media content, blogs and whitepapers, Terakeet helps brands optimize and unify their owned assets to create more meaningful customer interactions. What makes Terakeet's culture great: Terakeet offers a staggering number of perks and benefits that help its remote-first team maintain a healthy work-life balance which, in turn, improves the company's overall culture. Highlights include unlimited PTO, a company-wide winter shut-down, 12 weeks of paid family leave and a 401(k) match up to five percent. How you can apply Terakeet's ideas: If you invest in your employees, their well-being and their future, you're sure to see dividends through increased employee retention and day-to-day productivity. A happy, healthy, balanced workforce is the engine that will keep your organization humming. Lob's SaaS platform integrates automation solutions into direct mail marketing campaigns. Thousands of companies across industries like financial services, healthcare and retail use Lob's technology to access campaign analytics, minimize their environmental impact and scale their efforts through a nationwide print delivery network. What makes Lob's culture great: Lob is a fully remote employer that provides team members with various benefits, ranging from a health and wellness stipend to a flexible PTO policy. It seeks to foster meaningful employee connections with fun gatherings like trivia events and localized Slack channels that help employees connect with coworkers in their area. How you can apply Lob's ideas: Implement initiatives that show your workforce you value their overall wellness and personal development just as much as their professional development. Whether it's by offering flexible hours, resources to support remote work arrangements, mental health coverage or family planning support, prioritizing employees' well-being can contribute to a positive work culture. Inspira Financial is a fintech firm that develops health, wealth, retirement and benefits solutions for over 8 million account holders. The company collaborates with employers, plan sponsors and record keepers to help individuals plan, save and invest through services like automatic rollover accounts, health savings accounts and self-directed IRAs. What makes Inspira Financial's culture great: While Inspira Financial offers a full range of competitive benefits, it also provides a number of other, what it calls, "soft" benefits like free membership to the in-building fitness center, a business-casual dress code and a remote work program. How you can apply Inspira Financial's ideas: Put your focus on what your employees do, not just how they dress or how often they come into the office. By providing your employees with the flexibility they need to maintain their own well-being — and that of their families — you'll have a healthier, happier and more productive workforce in the long term. Trumid provides a fixed income trading platform that uses analytics to glean insights from real time-date. Its users' experiences are customizable for unique experiences. What makes Trumid's culture great: Trumid commits to connecting with its community of users and evolving as the market does. It says it enjoys solving problems for common goals. How can you apply Trumid's ideas: Stay in touch with the zeitgeist in your industry and with your customers. This allows you to stay current with their desires. Hireology is a software platform that helps companies manage the employee lifecycle. It can aid with job postings, onboarding, applicant tracking and other areas to make HR and recruiting teams more effective. What makes Hireology's team culture great: Empathy and communication are key to building relationships between remote and local workers. Hireology implemented empathy exercises, where employees swapped jobs for a few hours to help them understand the challenges of other roles. It also provides video conferencing in every meeting space for local employees and training for remote workers to prevent technical glitches. The company even brings remote and local teams together twice a year so that people can get real face time. "When you have a blended team, your local staff can help bridge gaps and build empathy," Joel Schlundt, vice president of engineering at Hireology, told Built In. How you can apply Hireology's ideas: Regardless of where your employees are physically located, it's crucial that they feel a part of the team. Invest in quality technology and create a daily routine that incorporates remote and local employees so that they are able to build relationships and contribute to culture. 360Learning provides companies with upskilling and employee training programs. It calls its company culture "convexity," which includes tenets of impact, high accountability, low authority, transparency and "your life your way." The company notes that it takes an asynchronous approach to collaboration. What makes 360Learning's work culture great: 360Learning has an impact-focused culture that's rooted in doing meaningful work. The company's asynchronous work style requires self-discipline and strong communication, yet its transparent and low authority environment shows 360Learning's trust in its employees. How you can apply 360Learning's ideas: Trust your employees with their work and allow them to make decisions on when and where they work. Base your company culture upon what it can do for the greater good. Snap! Mobile manages a portfolio of products aimed at simplifying fundraising and communications for sports teams, athletic directors and youth groups. Its flagship platform, Snap! Raise allows organizations to expand their digital reach beyond door-to-door fundraising. What makes Snap! Mobile's culture great: Snap! Mobile operates as a remote work-based company that offers unlimited PTO and quarterly virtual wellness classes to help team members keep a healthy work-life balance. While much of the workforce is fully distributed, the company also works to bring everyone together through frequent clinics, workshops and summits to allow the entire organization to collaborate and learn together. How you can apply Snap! Mobile's ideas: Having a fully remote team doesn't mean you can't find opportunities to connect as a group. While many organizations embrace company-sponsored events like happy hours and outings, look for ways you can upskill your entire workforce through professional development programs and continuous learning opportunities. More on Company CultureCompanies With the Best Culture A good company culture is one that encourages mutual respect, open communication and shared goals with employees. Companies with a positive company culture often foster employee growth and development, employee well-being and workplace environments that are diverse and inclusive of all employees. Company culture reflects the identity and core values of a company, largely affecting how employees approach their work and interact with colleagues. A strong, positive company culture can increase workplace productivity and employee engagement, as well as decrease employee turnover. Mia Goulart, Brennan Whitfield, Rose Velazquez and Ana Gore contributed reporting to this story.