

# 2017 BEST COMPANIES TO WORK FOR

## EMPLOYEE FEEDBACK IDENTIFIES WORKPLACES THAT DRIVE HIGH PERFORMANCE, FULFILLMENT

BY MARGARET JACKSON

**T**he best way to find the best companies to work for in Colorado is to ask the people who know those companies best: the employees.

And that's exactly the direction taken by *ColoradoBiz's* new partner, talent management and consulting firm ICC (Innovate Coach Consult), in its revamp of the Best Companies to Work For in Colorado program for 2017.

The awards are now based entirely on employee feedback about their experience at the company. Finalists also submitted short videos featuring employees talking about what makes their companies great.

ICC used the Denison Culture

Survey to determine the winners for 2017. The applicants paid to have their employees take the survey, which measures the key drivers of high performance: mission, adaptability, involvement and consistency. The Denison model links organizational culture to a company's performance metrics, such as sales growth, return on equity, return on investment, customer satisfaction, innovation, employee satisfaction and quality.

"When more employees take the survey, that tells us they're engaged in their companies," says Shawna Simcik, Denver-based ICC's president of business leadership.

"We didn't want to just go with the

companies that have ping pong tables."

The survey's insights and data help companies fuel decisions, prioritize strategies and resources, enhance recruiting and retention efforts and build an engaged culture.

Founded in 2010, ICC believes that the success of a business depends on its people, so it works with underperforming teams and leaders to help them become more productive. The company offers outplacement services, executive coaching and leadership development.



## GEOSTABILIZATION INTERNATIONAL

**A**t GeoStabilization International, each of its 350 team members is considered family. For example, when hurricanes Harvey and Irma devastated Houston and Florida, the company paid for hotel rooms for its employees who live in those areas so they could evacuate and have a safe place to stay.

The company has a Culture Committee designed “to empower the family members through respect and education to create a better quality of life, both personally and professionally and ensure efficient, unified direction for the company.” The committee has found the most critical values to the company’s success are integrity, passion, fun, family, loyalty, trust, teamwork and growth.

“Our motto is work hard or go home,” says Frank Amend, the company’s director of marketing and public affairs. “We hire for character and talent and teach skills.”

The company provides “time off” rather than vacation days, and people step in to cover for each other. It also provides medical benefits and a matching 401(k) and closes the office for a week each January to take employees somewhere warm for a safety meeting. Spouses are invited to join in every other year.

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## VI AT HIGHLANDS RANCH

**E**mployees at Vi at Highlands Ranch senior living facility say they love their jobs because they have meaningful careers in a fun, family environment. The company, which has 10 retirement communities across the country, has themed celebration days, line dance parties, mud volleyball and cake decorating for its employees to participate in. But it’s not all fun and games. Employees also benefit from continuing education, including a variety of classroom, online and virtual training opportunities. Vi also offers reimbursement to all qualified full-time employees for educational expenses, including tuition, textbooks and supplies associated with approved courses. That combination of fun and learning is a big part of the reason that Vi has the lowest attrition rate in the industry — 30 percent of its employees have been with the company for more than 10 years.

## INSPERITY

**F**or more than 30 years, Insperty has provided human resources solutions that make life easier for business owners. The company, which has more than 2,200 employees in 60 offices across the United States, serves more than 100,000 businesses with more than 2 million employees. Through its full-service HR solution, it administers employee benefits, payroll, health insurance, government compliance, workers’ compensation and employee training and development. The company gives back to the communities it operates in by providing its employees with 12 hours of paid volunteer time each quarter to participate in company-sponsored volunteer events or with an organization of their choice. Last year, employees recorded more than 62,000 volunteer hours and its philanthropic efforts grossed \$3.8 million. **CB**