

**worklife  
awards**

# worklife awards

Company culture has never been more important as businesses look to attract and retain the best talent. But employees expect more than in-office perks; they want flexible, inclusive work environments that promote work-life balance. As hybrid work environments and prioritizing well-being have become more important to employees, organizations are focusing on empathetic leadership, giving back, progressive work practices and putting employees' mental and physical well-being first.

This year's WorkLife Awards winners showcase how companies strive to build cultures centered around an established work-

life balance. These companies have proven that employees need more than Bagel Fridays and happy hours. They're looking for personal and professional growth opportunities, flexible work hours, more equitable parental leave and ways to give back to their communities.

This guide highlights the companies that went above and beyond in these areas and more. The following pages detail the impact of each business' efforts, unpacking the elements that worked best and what companies can learn from the programs that made the 2023 list.

**Best Employer for Parents**

**VIOOH**

**VIOOH**

### Profile

VIOOH prioritizes a values-led culture based on integrity, courage and customer-centricity. It has tailored every stage of its employees' journey following its annual employee feedback survey to ensure everyone's voice is heard. With only 24% of women in the U.K. returning to work full-time after having children and 79% of that group leaving due to not being able to maintain a full-time role while parenting, VIOOH wanted its employees to be able to achieve their personal and professional dreams. The company's hybrid model supports new parents in many ways, including requests for flexible, compressed or reduced work hours. Additionally, the company is committed to parental leave policies that provide more equitable support.

### Impact

VIOOH's groundbreaking Parents@VIOOH initiative challenges gender norms with enhanced benefits offering full pay for primary and secondary caregivers, shared parental leave and a return to work bonus. This gender-neutral policy ensures all families are treated equally and includes adoption or surrogacy leave. The Parents Club – focusing on peer-to-peer mentoring, events, reboarding and family socials – further reinforces connections, showcasing VIOOH's dedication to creating a workplace where every VIOOHer's personal and professional dreams are not mutually exclusive.



## Best Employer for Remote Employees

## Podean

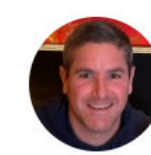


### Profile

Podean, a remote-first agency, foresaw the limitations of location-bound talent acquisition. Podean embraced a #workfromanywhere culture to attract and retain the finest global talent and canceled its New York office lease in 2019. For best results company-wide, trust was placed intentionally at the center of Podean's culture, where output and outcomes were the focus, not clocked hours. Podean's remote success lies in initiatives like fair wages, global summits and flexible Fridays, ensuring its 105 remote employees stay connected and appreciated.

### Impact

In addition to its fair wages, flexible work and summits, the company also raises funds to help the team when they need it most, such as when natural disasters strike. It also offers thorough training programs, clear career-pathing and opportunities for employees to recognize each others' achievements, collaborate and have fun. Podean's near-zero turnover is a testament to the company's culture resonating among its employees. The company also saw 45% year-over-year growth, with half of its new employees referred from existing employees. Podean established itself as a sought-after employer, proving that trust and a vibrant remote culture drive exceptional results.



Mark Power • 1st

Founder & CEO @ Podean - Global Marketplace Marketing A  
1yr • 🌐

#workfromanywhere at 10,000 vertical feet!

Impumped to kick off **PODEAN's** Climb:22 Summit in Brecken  
Colorado with an epic mountain hike today with my awesome



**Best Hybrid Work Environment**

**VIOOH**

**VIOOH**

### **Profile**

VIOOH's top goal is to be a great workplace with a culture that keeps employees engaged, thriving and motivated. The company places employee experience and happiness above all else. Its hybrid model was designed as an inclusive, safe and people-first place for all to attract, develop and retain brilliant and diverse talent. VIOOH knows providing a personalized and flexible environment is critical, and it's led the company to increase direct hires by 25%, reduce time-to-hire to 30 days, increase revenue by over 400% and more.

### **Impact**

Since 2020, VIOOH has implemented numerous initiatives, from 'Future VIOOH Sessions' – a series of virtual, all-company off-sites to move toward developing a futureproof model – and 'Connected Days' for teams to gather in the office to plan, collaborate and bond. VIOOH's commitment to a people-first approach drove remarkable outcomes, including an increased Glassdoor score, 96% of employees agreeing the hybrid model has improved their work-life balance, 93% saying they're proud to work for the company and a retention rate of 94%.



# HOOK

## Profile

Hook envisions itself as becoming everyone's favorite agency. The company's long-term objective is to do what matters most consistently – ensure its people and communities grow alongside its clients. Hook provides pro bono services to local nonprofits such as the Ann Arbor Arts Center and LA's Safe Places for Youth. It invests in fostering the next generation of designers, writers and producers in partnership with local high schools, community colleges and HBCUs through its Sandbox mentorship program.

## Impact

Hook's commitment goes beyond agency work, emphasizing community engagement and professional development. The agency's Sandbox initiative spans two programs – Sandbox High and Sandbox U. Sandbox High offers a semester-long mentorship to creative arts students where mentors from Hook's motion, graphic design, production and creative departments offer career path presentations, guide mentees through projects, discuss the joys and challenges of what they do and answer questions about their process and where they find inspiration. The Sandbox U program guides HBCU and community college students over 10 weeks to break barriers and foster connections. This program is designed to be barrier-free, with no need for a resume, portfolio or prior creative background, and it is fee-free to ensure it's accessible and inclusive.



NEW

## Best Multicultural Integration | Tatari



### Profile

Tatari ensures its employees, whether in the office or working remotely, are surrounded by a collaborative, friendly and engaging community that allows them to feel supported, recognized and confident to perform at their best. The company believes in embracing the richness of different languages and cultures and integrating them into Tatari's own to bring unique perspectives and talents to the team to allow the company to continue building success. In 2022, Tatari expanded globally by acquiring TheViewPoint, a CTV monetization platform based in Ukraine, reinforcing its commitment to fostering a diverse and inclusive organizational culture.

### Impact

The integration of TheViewPoint involved restructuring, adjusting schedules and unifying work calendars to promote a globalized and inclusive workplace. Tatari developed a fundraiser for employees to send donations to charities that the company would match to support Ukraine, as well as a global Walk for Kyiv to raise funds for a nonprofit run by one of the company's employees that sews jackets and sleeping bags for Ukrainian war defenders. The company also has a DEI/Culture Committee that hosts monthly virtual learning events where employees can share a presentation or write a blog post about their heritage.



## Best Onboarding Process

## AbelsonTaylor Group



### ABELSONTAYLORGROUP

#### Profile

AbelsonTaylor Group, an agency committed to a healthy workplace culture, promotes its core values upfront to new employees. To maintain a thriving agency that's both an innovation incubator and a sanctuary of inclusion, AT Group provides an environment where employees feel empowered to be their authentic selves at work in a manner that embraces everyone's identity and helps maintain a more equitable workplace. In response to post-pandemic workforce dynamics, AT Group's robust onboarding program deeply and seamlessly integrates new employees into the agency, preparing them for success, whatever their job, location or individual goals and needs are.

#### Impact

The onboarding process at AT Group instills a sense of inclusion and confidence in new employees. It is designed to assure them that they can successfully perform in their new roles and help them become quickly and fully integrated into their team and the agency. From CEO welcome calls to innovative psychological safety initiatives, the program promotes connection, support and a collaborative ethos. Surveyed new hires overwhelmingly endorse the program, with a remarkable 92% retention rate after six months, affirming its success in fostering engagement, professional growth and a sense of belonging in a hybrid workplace.





## Best Rewards & Recognition Program

## O.C. Tanner



### Profile

O.C. Tanner, a trailblazer in strategic employee recognition solutions, believes in leading by example. So, O.C. Tanner places recognition, appreciation and personal growth at the core of its culture to help every employee find purpose and value in their contributions. As a company that helps organizations worldwide accomplish and appreciate great work, O.C. Tanner fosters its people-centric culture among its employees by prioritizing employee well-being and engagement – supporting employees through every journey, from new hire to retirement and everything in between.

### Impact

O.C. Tanner has done extensive research to prove that employees who feel recognized and rewarded for great work are more likely to stay with the company long-term, feel fulfillment in their jobs and contribute more of their talents to a collaborative work environment. The company also encourages employees to award their coworkers with points to celebrate great work, which can then be redeemed for rewards of their choosing through the Culture Cloud platform. The robust rewards program, including personalized welcome kits and a point-based system, yielded 2,664,157 points redeemed annually, fostering a culture where great work is celebrated and valued.

hope that you may never find another place that will treat you with respect and give you more dignity than we would give you. We value your reputation. If you do well, if you have a sense of responsibility to do your share, then we have a good chance to win.

Thank you for your best!

O.C. TANNER



NEW

## Best Use of AI in the Workplace

## Dermalogica

# dermalogica

professional-grade skin care by The International Dermal Institute

### Profile

Originating as a training center, Dermalogica's ethos thrives on collaboration, a forward-thinking mindset and pioneering industry advancements. The company was established in the 1980s to upskill professional skin therapists to bridge the learning gap in professional education. It now trains 100,000 skin therapists a year, extending its culture of upskilling to empower all employees. With training and upskilling an integral part of Dermalogica's culture, it leveraged AI for an industry breakthrough and introduced an AI-powered version of 'The Book,' the brand's comprehensive training resource for skin therapists worldwide.

### Impact

Dermalogica furthered its commitment to AI education with two global town halls, empowering employees across departments with generative AI skills as trailblazers from various teams showcased how they used AI in their roles. From the start of the AI revolution, the company has driven the technology into the core of its business to be a pioneer in the space by building a digital disruption team and an AI task force to implement AI into all areas of Dermalogica. To continue spreading knowledge, the CEO of a tech boot camp will help teach Dermalogica employees how GPT tech works behind the scenes in a third global session.

dermalogica PRO

INTRODUCING THE BOOK:  
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## Best Virtual Work Environment

## Muck Rack

# MUCK RACK

### Profile

Muck Rack has been a leader in remote work since its founding in 2009. In June 2021, the organization decided to become fully distributed and developed a plan for resources and support focused on technology, workspace and productivity support, mental health, collaboration and community. Muck Rack also set out to ensure employees felt connected and supported through networking events, team offsites, weekly virtual and in-person bonding opportunities, quarterly reviews, an annual employer survey and more.

### Impact

Since committing to permanent remote work, Muck Rack has grown to over 250 employees – with talent in more than 25 states and seven countries – and quadrupled its revenue in the last three years. The software company has organized over 100 team events in the last year, including 43 unique virtual events like interactive DEIB training, game shows and bi-monthly companywide lunches. Muck Rack implemented 'No Internal Meeting Fridays' to meet needs for uninterrupted deep work time and combat Zoom fatigue and introduced a virtual event participation guide to illustrate the level of social interaction involved ahead of time. Optional in-person events and coworking opportunities, including a global team event for International Coworking Day, supplement the company's thriving virtual culture.



## Best Wellness Program

## AbelsonTaylor Group



ABELSONTAYLORGROUP

### Profile

AbelsonTaylor Group is committed to a workplace culture that helps employees choose better health and reinforces how staff are valued. The company fosters an environment where psychological safety is ingrained agency-wide and a formal part of staff training. AT Vitals is another pillar of the agency's commitment to employee well-being, a robust wellness program that focuses on physical, emotional and financial wellness. Employees can accrue and redeem points for healthy activities using an online platform called Vitality, earning up to \$600 annually in gift cards.

### Impact

The agency's emphasis on its employees' total health and well-being is central to its vision to "help the world choose better health." The companywide psychological safety initiative formally trains all AT Group staff to foster a work environment where everyone feels respected, included and encouraged to contribute their thinking freely and comfortably. AT Group makes total wellness and well-being part of the agency's day-to-day culture in other ways, including a mental health employee resource group and hosting webinars on topics such as saving for retirement and understanding Medicare.

## Best Workplace for Young Careers

## Havas

# HAVAS

### Profile

Havas aims to make a meaningful difference to brands, businesses and people. Operating under a village model, the organization unifies the power of creativity, media and entertainment to drive growth and change for its clients. The agency is building an inclusive culture where Havas employees, from junior fellows (interns) to leaders, are valued. This includes the Havas Forward Junior Fellowship program, which combines technical training, client-facing work and mentorship as part of a hands-on approach for its interns. The program spans Havas Media Network, Havas Creative and Havas Health & You.

### Impact

The Havas Junior Fellowship Program is a comprehensive experience that prepares the next generation of talent with the skills and tools needed to excel in the media and advertising industry. Sixty percent of the 121 participants in last summer's program represented diverse backgrounds. Junior fellows are encouraged to work in their local office two to three times a week, simulating an authentic professional workplace while ensuring they receive enough attention and time dedicated to their growth. What they learn can be directly applied to the work of entry-level employees at Havas. After graduation, participants can continue their experiences as fellows assigned to a specific village agency, eventually moving to client teams.



**NEW**

**Best Workplace Tech Provider**

**ezCater**



### **Profile**

Leading technology platform ezCater is purpose-built for food for work, differentiating it from third-party consumer delivery marketplaces focused on small orders. The platform is a two-sided marketplace that connects anyone who needs food for their workplace with more than 100,000 restaurants nationwide. For workplaces, ezCater provides flexible and scalable solutions for everything from recurring employee meals to one-off events while giving them complete visibility and control over their food spend, backed by 24/7 customer service.

### **Impact**

ezCater helps customers save time, reduce food waste, cut costs, centralize operations, simplify ordering and have peace of mind knowing their food will be delivered on time as ordered. Organizations including Puma, Lego, GitHub, T-Mobile, Spotify, Johns Hopkins University and FedEx use ezCater to feed their workforce. The platform saw its bookings grow 87% in 2022 compared to 2021, returning it to its pre-pandemic size while helping customers drive business results. For instance, SeatGeek used ezCater's recurring employee meal service, Relish, to offer free lunch twice weekly to encourage employees to return to the company's New York office.



**NEW**

# **Best Workplace Tech Provider | Appfire**



## **Profile**

Appfire is a leading global provider of software that enhances, extends and connects the world's top platforms to make work flow in the most effective ways for teams, from planning and product ideation, product development, project delivery and beyond. Appfire is active in four ecosystems – Atlassian, Microsoft, Monday.com and Salesforce – and has more than 100 apps and products in its portfolio. With over 1 million users, its solutions help teams with enterprise collaboration, software development, workflow and automation, product portfolio management, IT service management, business intelligence, publishing, visual collaboration and more.

## **Impact**

While Appfire has been part of the Atlassian ecosystem since 2012, it expanded into three additional ecosystems in 2023. It launched the Appfire Trust Center to connect customers, partners and prospects to the latest information on the security, privacy and compliance of its products and services. Appfire Town, a corporate social responsibility program, provides tools and encouragement to those pursuing social impact initiatives. As of 2023, Appfire Town has completed nearly 4,000 volunteer hours to assist more than 600 organizations. With such dramatic growth in recent years, Appfire completed a new brand positioning and website refresh to tell a more cohesive story about its business.

NEW

**Best Workspace** | **rEvolution**



### Profile

Founded in 2001 by John Rowady, rEvolution is purpose-built to be the sports marketing agency for brands. Living at the intersection of sports and culture, it authentically connects global brands with passionate fans to drive business forward by leveraging data-driven strategy and breakthrough creative. The office entry reflects its sports pedigree by mimicking an athlete's experience stepping onto the field, while meeting rooms resemble stadium bleachers. The workspace is meticulously designed to foster collaboration and innovation, nurturing the innovative spirit of rEvolution team members.

### Impact

In-office events and activities, including happy hours and intramural leagues, strengthen team bonds and create experiences that contribute to a positive workplace culture. The agency also highlights and emphasizes the collaboration spaces within the workspace as dedicated areas for brainstorming, creative discussions and other cooperative work. To this end, rEvolution also promotes the formation of cross-functional teams within the workspace. While rEvolution employees are encouraged to make the most of the physical workspace, flexible work hours and work-from-home options support work-life balance.





**Employer of the Year**

**Critical Mass**

# Critical Mass.

## Profile

Critical Mass's digital experience design agency is guided by six values: honesty, inspiration, drive, purposefulness, realness, and equality. These values apply across recruiting, onboarding, career development training and beyond. Employees are encouraged to share innovative ideas, including proposing new or modernized benefits, resulting in new services, clients, roles and career paths. Critical Mass has also implemented programs and policies that address its industry's blind spots, including parental leave, elder care and equitable career growth.

## Impact

Critical Mass has seen its headcount increase by 15.3% in the last year as employees gravitate to its innovative and welcoming culture. The agency's DE&I board advises and monitors company progress through diversity surveys and audits, using the racial and ethnic make-up of the communities in which its offices are located as benchmarks. Critical Mass also brings DE&I into its work, including its 'Driving While Black' campaign. The agency has also invested in coaching partnerships, DE&I-focused training platforms and leadership training. Other initiatives include time allowances for volunteering, sabbatical leave and an annual internal awards show.



## HR Leader of the Year

## Tara Ataya, Hootsuite



### Profile

As Hootsuite's Chief People and Diversity Officer, Tara Ataya has been instrumental in cultivating a robust company culture. She has championed DE&I and mental health across the organization. Under her guidance, Hootsuite's mental health initiatives have become more diverse, inclusive and representative of its global workforce. During her tenure, Hootsuite has empowered employees to choose their preferred work arrangements – in-office, remote or a hybrid combination. Ataya believes high-performance cultures are based on a three-legged stool: when employees have what they need to be successful, they look after a company's customers, who in turn look after the business.

### Impact

In the past year, Ataya has cemented programs to support Hootsuite employees and achieved dramatic results, including renewing the #PayUpForProgress pledge to equal pay and conducting a companywide review to address any gaps. No pay inequalities were found in this year's review, and Hootsuite is continuing its pay equity commitment globally. Ataya reintroduced wellness week, a paid companywide week off for employees to unplug in addition to allotted PTO, and launched new employee resource groups for Black, Asian, women, parents, LGBTQIA+ and neurodiverse employees. Additionally, CAD 173,000 was donated to more than 230 global causes during Hootsuite's HootMatch Festival of Goodness.



**HR Team of the Year**

**Critical Mass**

# Critical Mass.

## Profile

The HR team at Critical Mass ensures the agency's culture revolves around its roots, sense of purpose, obsession with having fun and values. Led by Chief Talent Officer Sara Anhorn, the team cultivates culture physically and virtually through workshares, training sessions and other hybrid events. The team is also making Critical Mass a more equitable career accelerator through its junior emerging talent development program, Trailhead. Other initiatives include KeepCo., a mentorship and benefits package and support program for parents before, during and after a new child arrives.

## Impact

To make Critical Mass an equitable and inclusive workspace, the HR team sees things from the perspective of the talent. Through Trailhead, backed by a five-year, \$25 million investment, Critical Mass recruits easily roadblocked people – emerging talent, career changers and people with unexpected backgrounds – while helping the agency grow rapidly, find fresh energy and ideas, and enrich its culture. Last year, the company welcomed 89 Trailheaders, with a 90% retention rate. Critical Mass is also investing in inclusive design training, microaggression training and indigenous partnerships as part of its DE&I and accessibility efforts.



# DAGNE DOVER

## Profile

Dagne Dover celebrates the core values that define its unique company culture: intrinsic motivation, cross-functional collaboration, thoughtfulness, over-communication and gratitude. In its pursuit of talent, Dagne Dover prioritizes intrinsic motivation over mere qualifications, leading to impressive retention rates and growth opportunities. New hires are assigned a 'buddy' to welcome them to the team and serve as an additional resource. Dagne Dover encourages departments to work together for the company's greater good, balancing creativity and analytics to drive well-informed decisions. Additionally, over-communication from leadership builds employee trust and provides context into decision-making.

## Impact

Dagne Dover's success showcases the impact of a culture rooted in values. The brand's three-person founding team collaborates on decision-making, and this collaboration is mirrored throughout the organization – from vice presidents to junior employees. Additionally, the brand recognizes the importance of choosing employees driven by purpose, not just experience. This approach results in higher retention and internal promotions, fostering a loyal and dedicated team. Sixteen of 36 employees have been with Dagne for over three years, many of whom have been promoted from within. This includes three out of four vice presidents who began in entry-level positions in the last 6–9 years.



## Most Committed to Diversity, Equity and Inclusion

## REVOLT

# REVOLT

### Profile

As the leading Black-owned and operated multimedia platform, REVOLT's culture is deeply rooted in the fight for Black liberation through programming, partnerships and campaigns. REVOLT is committed to amplifying marginalized voices, challenging the status quo and igniting change in its communities. This includes celebrating the team's backgrounds and identities, from Black creators representing the diaspora and Latinx visionaries hailing from diverse backgrounds and countries to multi-talented women, LGBTQ trailblazers and more. Furthermore, REVOLT empowers creators by offering profit-sharing opportunities for the intellectual property they co-create.

### Impact

With a workforce made up of 77.4% people of color, REVOLT demonstrates a genuine dedication to nurturing a diverse and inclusive community. Additionally, 73.7% of the executive team is people of color, and 72.2% of those executives are people managers, ensuring that diverse perspectives are central in the decision-making process. Since 2020, REVOLT has worked to grow female representation across the organization, including appointing a woman of color as Chief Technology Officer. In 2022, REVOLT allocated \$50 million to reinvest in the Black community, forming an alumni group of 50 Black business owners who gained exposure and capital through the original show, 'Bet on Black.'



## Most Committed to Social Good

## Audible



### Profile

Audible is committed to building and sustaining a diverse, equitable and inclusive culture of respect and belonging that fosters connection, celebrates the human experience and seeks to empower, engage and inspire colleagues, creators, listeners and communities. In 2007, Audible moved its headquarters to Newark, New Jersey, to help accelerate the city's renaissance and increase opportunities for its residents. Audible launched the Global Center for Urban Development in 2020 to expand its efforts in advancing equity, racial justice and economic empowerment. The Center's initiatives aim to create jobs, sustain businesses, attract foot traffic and drive greater economic activity in the cities it calls home.

### Impact

Since moving to Newark, Audible has added more than 2,000 jobs to the city and generated more than \$775 million in economic activity. Further, the goals of Audible's social impact initiatives demonstrate how the company operates as a corporate citizen committed to addressing economic and societal inequities. Initiatives like Newark Working Kitchens and the New Artist Collaboration have demonstrated how businesses can innovate to support their communities and encourage investment in the creative economy. More recently, in March 2023, Audible and the City of Newark unveiled a monument honoring Harriet Tubman and Newark's role in the history of Black liberation.



# Most Committed to Work/Life Balance

## Exos

# exos

### Profile

Exos leverages its legacy and expertise in coaching professional athletes, adopting a recovery-first approach to optimize performance and promote a healthy work/life balance within its workforce. Exos applies its evidence-based methodology to help clients and integrates these principles into its own values-based culture. In early 2023, Exos introduced the Readiness Culture Code (RCC), a set of tools and strategies aimed at enhancing the well-being of its team members, making them 'Exos Ready.' This means individuals have the physical, mental and emotional capacity to excel in their roles, fulfill their potential and thrive in their personal and professional lives.

### Impact

The RCC serves as a blueprint to reimagine corporate culture, equipping employees to meet the demands of modern work while committing to a future where recovery is a priority for all workplaces. 'You Do You Fridays' encourage team members to passively or actively recover to show up recharged every week. The Exos App ensures that all team members, regardless of location, can access a wide range of holistic programming, including workouts and mid-workday Recharge Breaks, supporting their readiness anytime and anywhere. Exos is also working with the Wharton School of Business on a study to gauge how a four-day workweek impacts well-being and performance.



# Most Dedicated to Employee Growth

# Fifty-five

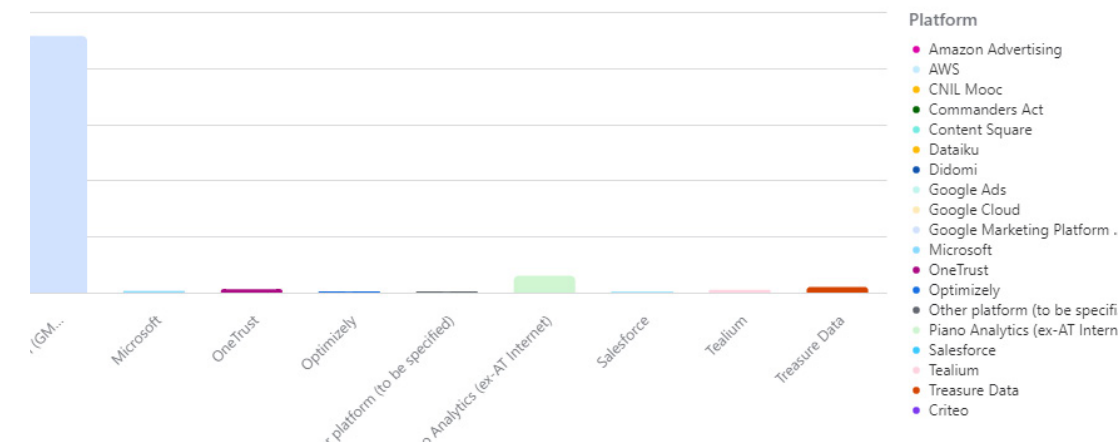


## Profile

Digital consulting company fifty-five guides its employees on the constant industry changes through training programs to acquire knowledge and competencies to best support clients, leading to increased business opportunities. Fifty-five values self-improvement and professional development and supports its talent from onboarding throughout their careers. The company has teams dedicated to learning and development initiatives spread worldwide to ensure equal employee growth. Additionally, its internal platform gives access to self-learning training courses on various business subjects and soft skills employees can use daily.

## Impact

Fifty-five holds monthly all-hands meetings (one per region) to discuss anything from new wins to celebrating the work of involved teams, new tech certifications acquired by employees, etc. To inform everyone at fifty-five of their opportunities, a monthly internal newsletter includes direct links to specific training courses to ensure access to appropriate training, conferences, replays and other resources. The Knowledge Center also serves as a go-to platform to keep all employees informed by gathering topics related to training, career development, internal and international mobility possibilities, feedback from employees who benefited from it and contact info for relevant HR teams.





## Most Dedicated to Employee Growth

VML



### Profile

VML applies the same branding expertise it uses with iconic brands to achieve its people mission – that every employee will know, grow and show their authentic personal brand. The company has its employees define the combination of skills that make them unique and valuable, their brand personality (how others perceive them) and the skills they want to develop to strengthen their brand. VML then provides one-size-fits-one learning experiences that combine personalization, the flexibility of on-demand resources and the support of peer learning pods to help employees grow their brands and careers.

### Impact

VML launched Career Pathways, an AI-powered talent marketplace platform to identify skills needed for success, highlight resources to develop these skills and match employees' skills and interests to open and future roles. The tech allows employees to create personalized career journeys, explore roles and expand their options. To further encourage employee growth, the company created Career Hack, inviting all employees to step away from work for a day to build the skills needed to strengthen their authentic personal brands together. More than 5,000 people participated on the day, and thousands more watched workshop recordings the week after the event, which is now an annual occurrence.



**Most Innovative Culture**

**YuzuYello**

**YuzuYello**

AN IPG HEALTH COMPANY

### Profile

YuzuYello knows that understanding patients' needs, concerns, and hopes is crucial for effective patient support. YuzuYello's innovative culture blends Japanese citrus fruit – yuzu – and the color yellow to create a vibrant work environment. This culture centers around the word 'Yuzufy,' emphasizing making things brighter, fresher and healthier. Its mission is to build brighter worlds, which includes supporting its employees. YuzuYello believes that programs, services and touchpoints are more successful when designed with genuine empathy, insight and understanding.

### Impact

As a way to brighten everyone's day, the company holds biweekly 'Yuzufication' meetings to develop fun, inspiring or heartfelt ideas, such as 'Cocktails and Training' for a fun way to bolster expertise across the agency and a standing challenge to find culinary dishes and beverages that use yuzu. YuzuYello's culture led to a pro bono partnership with NYC Health and Hospitals to close the COVID-19 vaccination gap in underserved communities, showcasing the power of mission-driven innovation. Its unique 'Active Empathy Sessions' and 'Project Inspiration' offerings demonstrate the practical application of empathy. YuzuYello's culture-driven innovation benefits its employees and translates into impactful initiatives that improve patient support and healthcare outcomes.

**Yuzufy**

[yu·zoo·fahy]

(verb): To make brighter, fresher, healthier.



**YuzuYello**

AN IPG HEALTH COMPANY

## Most Passionate Employees

## Dagne Dover

# DAGNE DOVER

### Profile

Dagne Dover prioritizes hiring intrinsically motivated candidates who don't necessarily check all the boxes in terms of experience but are adaptable, hardworking, collaborative and positive – instead of candidates gunning for the biggest title or paycheck. This strategy fits well with the company's key facets in defining its culture: intrinsic motivation, cross-functional collaboration, thoughtfulness, over-communication and gratitude. The thoughtfulness Dagne Dover employs during its hiring process also guides the company's product design, employee treatment and communication with the public.

### Impact

Dagne Dover has maintained high retention by choosing intrinsically motivated employees from the start and prides itself on promoting from within, with three out of four VPs starting in entry-level positions six to nine years ago. The company also sees cross-functional collaboration as essential for success and makes decisions based on the company's best interest – balancing being creatively led with analytical support. Dagne's culture is further supported by an annual 'Clear the List' initiative where every employee selects one teacher's wishlist for the company to fund on their behalf. Dagne Dover's thoughtfulness extends to personalized care when tragedy strikes. When an employee's beloved dog died, the company sent a condolence card, informing them of a donation made in the dog's memory.



## Most Valued Employees

## Lewis

# lewis<sup>7</sup>

### Profile

Lewis fosters a dynamic and vibrant culture driven by a growth mindset, championing entrepreneurship and valuing team members as educators and collaborators. The company prioritizes independent thinkers who excel in teamwork, developing each member's unique strengths and growth opportunities to create well-balanced teams that achieve greatness. Lewis places a high premium on employee appreciation, recognizing the pivotal role of employee happiness and satisfaction in their success. An impressive 55% of Lewis employees have remained with the company for five years or more, a testament to the company's dedication to employee satisfaction and development.

### Impact

Lewis takes pride in providing robust benefits to its employees to enhance their personal and professional lives. These benefits include 100% coverage of single medical and dental insurance, generous 401(k) matching and 100% paid parental leave. The company gathers for lunch each month to celebrate birthdays, milestones and other achievements. Additionally, volunteer days, happy hours, seasonal events and DE&I efforts provide essential time for all employees to set aside work and intentionally connect. Lewis is also a company that rallies around each other to celebrate everything from engagements and new babies to supporting each other through more difficult times like illnesses and family deaths.



# worklife awards

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