

South Florida BUSINESS JOURNAL



2 / 17 – 23 / 2017

PRINT | South Florida Business Journal | News

Circulation: 9,234

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BEST PLACES TO WORK
LARGE

NO. 1: KAUFMAN ROSSIN

30-second cocktail party pitch: Kaufman Rossin is a progressive place where you can grow professionally in the way that suits you personally, balancing career success with real joy at work. Robust training, diverse career paths and leaders who truly care about our people create a very special environment. With 400 employees, we're well-respected in South Florida for our longevity and integrity, yet we're nimble and entrepreneurial, open to new ideas from all levels, so we can take advantage of emerging markets and stay ahead.

From the start, Kaufman Rossin's founders had a mission. Beyond being a top-tier CPA firm, Jim Kaufman and Jay Rossin wanted to create a work environment that is dynamic, innovative and fun. They envisioned a firm that was truly different from the others - a people business that focused on numbers. It's simple, we care about our employees," Kaufman says. "Over the years, we've retained our original character - same management vision, same culture and same unique DNA."

It's worked. Today, one in four employees has been with the firm for at least 10 years, and many have worked

there for more than two decades. Fairness drives this people-first culture. Fair doesn't mean treating everyone the same. It means taking the time to understand each employee's specific situation and needs, and giving each person an equal chance to succeed. Managers also have an open-door policy with easy access to answers and support, and open ears that welcome feedback.

The firm also embraces a work-hard, play-hard ethos.

"We keep things balanced," Kaufman says. "We might have a wine party on Friday, and next week might be a softball game or a 5K race to benefit a local charity. We encourage our employees to follow their passions and get involved in the community - and have fun doing it."

Of course, it's a professional services firm. So employees are expected - and backed - to pursue the highest level of training. Kaufman Rossin University offers training in technical aspects of accounting, auditing, tax, advisory and other specialized areas; technology; soft skills like management, presentation skills, Crucial Conversations, business writing and media training; and culture and life, including language, art appreciation, self-defense and meditation.

"Employee satisfaction leads to client satisfaction and, in turn, a healthy bottom line," Kaufman notes.

Company culture in five words
 Entrepreneurial, innovative, joyful, inclusive and authentic.



NO. 2: THE REVENUE OPTIMIZATION COMPANIES



30-second cocktail party pitch: Our company model is diverse, with lines of business focusing on wireless sales, repairs and IT technology that enables companies to be successful. Thereby the work is really interesting. When employees walk through the door, they are encouraged to think about what is possible and are required to challenge the norm and question why things are done in a certain manner.

Nothing is taboo or off limits in order to make the business stronger. Employees are expected to reimagine

working in an environment that thrives in times of change and celebrates wins and understands losses as a team.

Employees come to realize it's refreshing to work in a place where co-workers reach their hand out to help you be successful - and also to catch you when you are falling.

T-ROC continually hosts celebrations that bring employees together. The company's monthly and annual awards recognize top performers and employees who truly embody the T-ROC culture.

The company's diverse lines of national business allow talent to move to different projects and be exposed to various aspects of the business in order to grow their abilities.

Sometimes, the simplest changes drive employee satisfaction. A change from business casual to casual - including jeans - rocketed employee satisfaction and engagement. Last year, they also designed a new logo and brand. Employees came to understand the "why" behind company business strategies and how their work contributes to the bottom line. The experience also bolstered employee pride, says Leighann McGinnis, the company's VP of people attraction and experience.

Company culture in five words
 Entrepreneurial, customer focused, risk-takers, fun and non-bureaucratic.

NO. 3: GRAYROBINSON, P.A.



30-second cocktail party pitch: GrayRobinson is a full-service law firm with nearly 300 attorneys and consultants throughout 13 offices across Florida. Our organizational culture makes it a supportive and fun work environment.

While the words professional, flexible, collegial, entrepreneurial and inclusive may describe GrayRobinson, two more help set its culture apart. Company attention to personal wellness, including wellness luncheons, participation in the Corporate Run and fitness challenges, has helped strengthen its healthy culture.

What's more, a focus on charitable efforts helps both the community and firm colleagues in need, further establishing the company's culture, says Debbie Senko, the office administrator for Fort Lauderdale and Boca Raton.

She said keeping employees happy, healthy and safe is paramount. Among other perks, the firm offers an employee referral bonus program; the GrayRobinson University, with

customized learning to advance the of all employees; initiatives to ensure employee safety, including free bi-annual CPR/AED training; a flexible 37.5-hour work week and casual Fridays.

By remembering that employees families, personal issues or may just rest, flexibility is essential to foster a successful workplace. Companies need structure through policies and guidelines, but best places to work balance.

"We are also human, so being a to adjust our expectations from time to time, as long as it doesn't impact the success of the business, goes a long way," Senko says. "It's important to remember that little things count a happy and productive office and business."

Company culture in five words
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