

Numerically speaking:

- No. 13 on the Best Places list in 2011; No. 1 each of the past two years
- 17 team members at survey time; recent expansion to 20

What they do:

- Primarily divorce and family law
- Growing education practice – representing families and children with special needs in public schools

Small firm, big benefits:

- 100% of health insurance premiums paid; expansive wellness program
- Monthly, annual and holiday firm events
- Reasonable billing requirements
- Meetings, official staff events limited to work hours

Special recognition:

- “Ho-Zivies,” based on the Dundie awards from the television show *The Office*. Each employee receives individualized trophy for their team contributions
- Bonus compensation for individual efforts, business development and intangibles
- Surprise treats: snacks, gifts, flowers, massage therapists brought to office, etc.



Hollingsworth & Zivitz
Case Closed on Company Camaraderie

“The most important thing to us is for everybody to feel invested – that this is their firm too. And I love that. They all work harder because they know if the firm does well, they will do even better.”

– Kena Hollingsworth, partner, www.hzlegal.com



Tops in Court of Opinion – Again

Kena Hollingsworth and Christina Zivitz have been best friends for 15-plus years. One of the keys to that relationship and to their business success is not taking themselves too seriously.

A few examples:

- A poster featuring a group picture of the attorneys, with mustaches and other drawings intentionally in place, placed in restrooms of bars and restaurants letting patrons know the firm is available if needed for driving under the influence cases.
- Another advertisement for the firm’s services, one that features the two partners, on buses making their way around the capital city. Hollingsworth, who admits she has not seen the final product on display: “We wanted to put the whole firm on but they (designers) talked us out of that. It’s more about name recognition, keeping fresh in the minds of people.”
- Asked about the impact of topping the Best Places list in 2012, the initial response is, “We get a whole lot more resumés than we used to.” After some serious comments about the additional pride it has generated in team members, the partners joke that if anyone gets out of line, “We can say, ‘Are you kidding me? This is the best place to work. Where are you going to go?’ ”

Taking care of people – clients, of course, but also team members and others in the community – is the constant for the firm.

Building up several parts of the practice, mediation in addition to the education services, was in reaction to meeting needs. “We really just try to be responsive to what our clients want,” Hollingsworth contends. “Luckily, everybody here is onboard with what we want to do.”

“Everybody here” benefits from the partners’ emphasis on finding those with the right fit. There are multiple examples, despite the small overall size of the organization, of people being kept on board until a more appropriate position was found or moving into a new role.

Zivitz describes the transition in the past year of the former receptionist into the marketing coordinator. The emphasis, according to both partners, is, “We’re all about keeping good people.”

There have been few surprises in the Best Places to Work survey results from the past two years because of the open office atmosphere.

“Kena and I have always had that philosophy – let’s just work through this. If there is ever a problem, let’s work it out,” Zivitz shares. “We’re never ‘shut our doors’ kind of people.”

Externally, the team expanded its involvement with Habitat for Humanity in 2012. On one of the hottest temperature days last summer, the ability to make a difference for someone else was defined as “one of the coolest” things we have done.

Hollingsworth: “All of us girls, with zero experience at even holding a hammer, what could we possibly do? Maybe they will let us paint or something. But Chrissy was up on this high scaffolding with a machine gun nail thing. I stood up on a roof, and I’m terrified of heights.

“We all got to know Jennifer, whose house we were building; she was there. We all connected with her; we’ve stayed in touch on Facebook,” she continues. “We did a lot that day. That was amazing. Everyone felt really, really good about it. It was so rewarding, such a wonderful experience for all of us.”



Homeowner Jennifer (top photo, second from left) benefitted from the Hollingsworth & Zivitz team effort during a Habitat for Humanity build. Partners Christina Zivitz (bottom photo, left) and Kena Hollingsworth say, “We like to do things a little different sometimes” – partially in reference to their bus advertising.

