

How has Your Company Benefitted From Being a Best Place to Work?

By Jerry Gotway, President, and Kathy Rima, Executive Vice President, Indesign, LLC

There are many benefits for Indesign to be recognized as one of the Best Places to Work in Indiana. These are benefits for our team, our recruiting efforts, our clients and our coaches/managers.

- **Team:** Our whole team has a shared commitment to make Indesign a great working place for each other. Being recognized as one of the Best Places to Work in Indiana is external feedback that our team is succeeding in that commitment. Virtually all of our accomplishments are team based, so it is critical that team members create a work environment that promotes teamwork and makes Indesign an enjoyable place to work. We want people to be excited to come to work and to thrive on the challenges and teamwork that they experience each day.
- **Recruiting:** Indesign is a growing company that is adding new staff each year. It is important that we attract outstanding candidates to our company. Being recognized as one of the Best Places to Work sends a clear message to potential candidates about our company and our work environment. This recognition is one of the differentiators that allow us to distinguish ourselves from other companies to attract top candidates.
- **Clients:** When new clients engage Indesign for development projects, they want to know that we will be easy to work with and that we will be a good partner to help them achieve their goals. The Best Places to Work recognition sends a clear message that our work environment is a very healthy one and that our clients will be working with a team that is happy and committed to their projects.
- **Coaching:** As part of the Best Places to Work process, our coaching team gets valuable feedback from the Best Places to Work survey that helps us to continuously improve our work environment for our people. The Best Places to Work recognition dinner also allows our coaching team to get insights into other successful companies as those companies share their successes in creating a great workplace.



Jerry Gotway



Kathy Rima

**A WINNER'S
VIEW**