My Advice for Organizations Wanting to be a Best Place to Work is …

By David Becker, President and CEO, First Internet Bank

When I started my first company in 1981, I had a fire in my belly and a dream. To realize that dream and the others that followed, I needed help. A company, a product, a service … it's only as good as the people behind it. In 35 years of hiring people and running companies, this is what I have learned:

Find the right employees: Don't just hire for skills; hire for fit. Understand what your company stands for and what sets it apart, then hire people who can do the job while complementing your culture. Build a team. When you find people with great talent and drive, encourage them to refer candidates for job openings. (Birds of a feather …).

Reward your employees — whether it's financially or with a simple "thank you" — for supporting your recruiting efforts. We consistently see employees referring others to join our team at First Internet Bank. That speaks volumes about our employees' job satisfaction.

Listen to employees: There is much to be gained when you listen: to your customers, your peers, your competitors, your employees. Especially your employees. Cast aside pre-conceived ideas and the safety net of "we've always done it that way."

Actively listening, even putting yourself in your employees' shoes, lets you see clearly what is working within your organization. We have a group of creative, bright employees who provide great insight and know we are a part of something bigger when we work together to improve.

Invest in employees: When you have great people, provide them with the tools they need to thrive. Learning should never stop. At First Internet Bank, we're committed to investing in our people. We give our employees opportunities ranging from professional development to personal enrichment. When an employee shows an interest in growth, we celebrate that. We believe in a simple truth: happy employees equals happy customers.