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2006 Top Company Builds on Winning Ways

The work hard, play hard game plan – one in which employees know the score through open-book management and are encouraged to play active roles on the team – continues to be a winning one for C.I.K. Enterprises.

In the year since being named the number one Best Place to Work in Indiana (for small- and medium-sized companies), the Indianapolis-based print and direct marketing firm has seen an increase in sales, employees, service offerings and recognition.

Estimated revenue for 2007 is \$38.5 million, with staff size now at 80 – compared to 60 a year ago – and 10 additional salespeople ready to be brought on board.

On the map

Last May, CIK garnered attention when the then five-year-old company was lauded for its productive, yet fun work environment, one that rewards employee commitment with financial incentives and on-site perks such as indoor basketball, a game room and exercise equipment. The most impressive attributes cited by employees: inclusion on the company vision and being shown respect.



Scott Hill (left) and Andy Medley continue to have C.I.K. Enterprises on the fast track for growth and success.

Ranking as the Best Place to Work in Indiana definitely opened some new doors, reports Scott Hill, CEO and co-founder of the company along with chief operating officer Andy Medley. (CIK did not apply for the award again in 2007.)

“It’s really had a big impact for us throughout the business community, generating a new level of interest among other business leaders,” Hill offers. “So when you win an award like that, it really shows, ‘Hey, maybe this company is doing some unique things and maybe I would like to be a part of helping these guys accomplish some greater things, to help the company do some bigger and better things.’”

The honor put a spotlight on CIK’s leadership style.

“One of our goals,” Medley states, “is to promote the power of open-book management – how entitling and empowering

other employees in the company benefits the company and the individuals. Beyond (the award) getting our name out there, it shows some real success behind what it is that we’re doing, as opposed to just telling people.”



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In with a bang

Recently joining Tri Auto and Trace Communications under the CIK umbrella is Big Bang Promotions, a full-service source for automotive sales event materials. The creation of this new division came about in part due to an employee’s cost comparison of what CIK was paying to outsource banners and what it would cost to do those in-house, says Medley.

Yet, the main motivation for Big Bang Promotions centers on the opportunities it can provide to develop young staff.

“We’re teaching some future talented studs in our company the ability to learn about business – how to get a business off the ground and move forward, without much risk on our end,” Medley explains.

Adds Hill, “That way, when we do have that next idea that we want to put some serious money behind, they will have at least already gone through one experience.”

Getting a CIK education

New workforce training tactics, however, reach far beyond Big Bang Promotions. One effort offers a CIK business degree, which takes one year to complete and has specific requirements for graduation, including developing a business plan.

“Basically, talented people that we see throughout the company that might have good potential down the road, we put them in a management incubator program where they take on projects, do a lot of book learning on our philosophies and our culture – the way we do open-book management that calls for them to work together with the other stars in the company as a team,” Hill offers.

“That way, they learn how a management team has to come together from different departments; they’re getting that experience ahead of time. ... We’re going to have guest speakers come in from throughout the company (as well as from the outside) on different topics.”

Medley believes that this education program “teaches them what we all deal with on a daily basis, which is how to interact in a group, how to have your voice heard, but if it’s not the solution that’s chosen within the group, to get behind whatever that decision is. So for them, these projects are a smaller step toward leading larger departments or companies themselves.”

To view the May/June 2006 BizVoice® article on CIK, go to the archives section of www.bizvoicemagazine.com

Story by Rebecca Patrick