
EMPLOYER WELLNESS



SPONSORED BY THE INC. HONOREES WHOSE BRAND PROFILES APPEAR ON THE FOLLOWING PAGES

No, not employee wellness. No benefit plan needed. We're talking about you, the employer. The founder. The top dog—and the bottom of the list when it comes to free time. Entrepreneurship isn't exactly known for being a stress-free experience, especially when you're running a fast-growing company. But as a leader, it's vital to take time to relax, decompress, and clear your mind. That will only help you do your job even better.

Of course, when you have a million emails to answer, dozens of roles to fill, and fire after fire demanding to be put out, self-care may not exactly be your number-one priority. That's why it's important to have the right systems and habits in place—like a reliable routine—

to help you find balance as you build your business.

Taking time for yourself also gets easier when you learn how to remove things from your plate and put them in the hands of your trusted team members. You've likely heard the old adage about the importance of working on, not in, your business as a founder; delegating the right tasks can help you do just that and give you a few spare moments of breathing room.

Most of all, don't forget to celebrate your wins and take your missteps as learning opportunities, just as the leaders in the pages ahead have done. They've grown Inc. 5000 companies while also figuring out how to take care of themselves—and they have plenty of advice on how you can do it all, too.

WORK-LIFE BALANCE

Don't let your never-ending to-do list take over. These practical strategies can help you find balance, even amid countless demands.



opportunities that don't make my heart sing or don't move the needle on something that's important to me."

San Francisco-based entertainment and events company Entire Productions is a three-time Inc. 5000 honoree.

3 | **Liviu Tanase** Founder and CEO **ZEROBOUNCE**

"I don't always achieve work-life balance, but something that works well for me is to have a few repetitive experiences in my weekly schedule. For instance, on Thursday nights, my wife and I usually go to the movies. On the weekend, we take our dog for a long walk on the beach. Some people try to avoid routine; for me, it's an anchor."

Santa Barbara, California-based email validation and deliverability company ZeroBounce is a four-time Inc. 5000 honoree and a 2022 Inc. Power Partner.

1 | **Venus Quates** Founder and CEO **LAUNCHTECH**

"I unplug on Saturdays. I've coined it 'my day of mindless behavior.' I try to sleep in, or at least lie in bed, until the sun rises. I do absolutely nothing related to my business for the entire day. That allows me to recharge and refill my cup."

LaunchTech, an IT systems and consulting firm based in Huntsville, Alabama, landed a spot on the Inc. 5000 in 2021 and 2022.

2 | **Natasha Miller** Founder and CEO **ENTIRE PRODUCTIONS**

"I'm adopting the practice of saying 'no, thank you' a lot more often when it comes to



COURTESY SUBJECTS

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Workplaces****Inc. Best
Workplaces**
2x winner**Employees**
840 full-time,
90 part-time**Employee Survey**
95% confident in
company direction**Headquarters**
Denver,
Colorado**ibotta®**

An Award-Winning Culture of Opportunity, Innovation, and Openness

A unique mission and value system draw bold thinkers to Ibotta, a leading cash-back rewards and performance-marketing company with a history of firsts.

Ibotta is in the business of giving away money. Since its founding in 2012, the company has paid out more than \$1.4 billion in cash rewards through its web and mobile app. The chance to help consumers earn money on everyday purchases is one of the reasons people choose to work there. “We make money by giving away money. That’s pretty rare,” explains founder and CEO Bryan Leach.

This unique mission, coupled with a well-defined culture and value system, earn Ibotta an Inc. Best Workplaces recognition for the second time. According to a recent anonymous workplace survey, 95 percent of employees are confident in the future of the company. That future will be categorized by continued profitable growth—no small feat when you are generating a quarter of a billion dollars in yearly revenue, Leach says. It is all thanks to people. “Everything we do—every strategy, every idea, every tactic, every response to a market move or market condition—comes from the ideas of our people and our ability to translate a higher percentage of their ideas into practice than our competitors,” he explains.

VALUES TO LIVE BY

The way Leach conducts himself sets the tone for the company. He tries to make choices in accordance with Ibotta’s value system: Integrity, Boldness, Ownership, Teamwork, Transparency, and A Good Idea Can Come From Anywhere. He is transparent about the company’s performance, but also, his own mental health. “It’s one of the biggest topics that I speak about year-round: the emphasis on self-care, the emphasis on understanding how to relate to the highs and lows and setbacks and disappointments of being in a high-growth or startup culture,” he says.

Leach and his team are also outspoken on social and racial justice issues and committed to building a diverse workforce. Forty-three percent of people hired in 2022 identify as non-white, Leach explains. These diverse perspectives contribute to diverse ideas, and therefore, innovation.

BEST OF BOTH WORLDS

Ibotta has a history of “firsts.” It was the first in the industry to introduce performance-based pricing, meaning brands pay when an Ibotta promotion results in a sale; the first to roll out brand offers on a cash-back app; and the first in its industry to work with alcohol brands, Leach says. To continue driving the industry forward, Ibotta hires entrepreneurial-minded candidates who thrive in a “scrappy, disruptive” environment – candidates who appreciate trust, autonomy, and Ibotta’s remote and hybrid work options.

Promotions happen often, in part because the business invests heavily in training and development. Leach describes Ibotta as the “sweet spot” between a big company and a small one. It has the resources to turn ideas into reality but is small enough to bypass bureaucracy and is practically allergic to complacency. “It’s a culture that has a bit of the best of both worlds,” Leach explains. And it is a culture primed for the adaptation and innovation required to drive continued progress.



→ Ibotta team members meet in the company’s Denver headquarters.

Inc. Best Workplaces



"We believe that our team's shared values of honesty, integrity, passion, teamwork, and loyalty are critical to our success."

—Luan Cox,
CEO, FinMkt

FinMkt is defining the future of embedded digital lending and payments technology with its revolutionary and fully customizable multi-lender point-of-sale consumer financing platform. FinMkt empowers banks, credit unions, and alternative lenders with a full SaaS cloud-based technology stack to enable innovative point-of-sale lending and payment solutions. Optimized for the home improvement, health care, and retail industries, FinMkt's revolutionary technology offers speed-to-market solutions in the most desired verticals.

FinMkt



"At Packsize, we embrace a spirit of 'conscious cultivation,' fostering a work environment that is supportive, compassionate, and socially responsible."

—Sue Urses, chief
human resources
officer, Packsize

Since introducing Right-Sized Packaging on Demand® in 2002, Packsize has been on a mission to deliver Smart Packaging for a Healthy Planet®. As a partner and trusted advisor, we unlock hidden potential in our customers' supply chains and offer proven packaging solutions that consider every step—from the warehouse floor to the customer's hands. By transforming the way businesses and their customers experience packaging, Packsize is accelerating the path to a more sustainable future.

 **PACKSIZE®**



"We try to innovate in everything we do, and the company's culture is about consistently challenging the status quo."

—Joe Yenni, New
Orleans market
leader, Impetus

In 2013, Impetus began as a New Orleans-based general contractor with an 11-person team and a vision to challenge the status quo of the construction industry. Ten years later, we have three offices, employ 236, and oversee a broad range of building and infrastructure projects. We recently launched sister companies RNGD, which specializes in innovative design, fabrication, and erection solutions; and Emergent Properties, a real-estate development organization that focuses on mixed-use developments across the Southeast U.S.

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DELEGATION TACTICS



You can do only so much yourself. How to strategically leverage your team to get the rest done.

1 | Vishal Sunak Co-founder and CEO LINKSQUARES

"I'm not in charge of the gasoline we pour on the flame—just the initial spark. My executive team—the experts—figure out the *how*. I hand the blaze off to the fire tenders, and they grow it into a white-hot furnace."

Boston-based contract management platform LinkSquares is a three-time Inc. 5000 honoree, a 2023 Best Workplaces honoree, and a 2022 Inc. Power Partner.

2 | Stephanie Olson Founder WE ARE ROSIE

"I encourage founders and CEOs to put a price on their time. The number is probably higher than you think. Then, delegate everything you possibly can that can be done by paying someone less than your own hourly rate. Start with the things that can be delegated for the least amount of money and work your way up. As a leader, it's your job to

do the stuff that only you can do and to delegate the rest for the highest good of the business."

We Are Rosie, a marketing talent firm based in Atlanta, was a 2022 Inc. 5000 honoree.

3 | Pete Maldonado Co-founder and co-CEO CHOMPS

"The only way to truly scale a business is to get the leader out of the weeds so they can focus on being strategic. It's also important for the team to feel they own their work completely."

Naples, Florida-based snack company Chomps is a six-time Inc. 5000 honoree.

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OVERCOMING SETBACKS

1.



Linger on failure will only hold you back. Follow this advice to make every mistake a lesson.



1 | Kristian Alomá Founder and CEO THREADLINE

“A coach once told me, ‘One project doesn’t make a career.’ Sometimes a failure feels massive, but this reminder helps me recognize it might be just one moment in thousands across my career, and that being where I am means the majority of those moments have been pretty successful.”

Threadline, a Chicago-based branding agency, landed on the Inc. 5000 in 2022.

2 | Princess Ousley Founder and CEO ELITE BUSINESS STRATEGIES

“Embrace underestimation. Being underestimated can actually work to your advantage. Don’t let it discourage you—use it as a tool to beat the odds and succeed.”

Tallahassee, Florida-based emergency management firm Elite Business Strategies was a 2022 Inc. 5000 honoree.

3 | Tammy Nelson Founder and CEO CONQUERING

“Failing is really part of learning, and as much as it’s not fun to fail, I think we have a pretty healthy attitude around it. I always tell my team, ‘If we don’t make some mistakes from time to time, we’re not moving fast enough.’”

Cincinnati-based fidget jewelry brand CONQUERING made the Inc. 5000 in 2022.

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