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Company/Organization: NEMO Equipment

Number of Employees: 19

For-profit/ Nonprofit: For-profit

Category: Workplace

Challenge or Opportunity:

NEMO Equipment's business is focused on outdoor activity and as such, they also naturally support a variety of outdoor company trips and events. But NEMO also wants to recognize the value of each employee's outside-of-work interests. For all employees, they want to focus on the whole person and maintaining a good work-life balance.

Approach or Solution:

Value the individual. One example were recent team photos for their new catalog, which highlighted each employee doing their favorite non-work activity, ranging from playing the fiddle and riding a unicycle to carving wooden spoons and hiking with a child in a backpack. Spouses, partners and children are often included in work events, both formal and informal.

Impact:

Employees know each other's families. They are interested and engaged in helping each other, creating a caring culture that helps everyone meet the challenges of a fast-paced work environment.