

JUST ONE THING

Title: The Hidden Benefits of Company Benefits

Company/Organization: Richardson Media Group

Type of Organization: For profit

Number of Employees: <100

Category: Community

Challenge or Opportunity: As a new small business owner, I was under the false impression that it would be too costly for me to provide employees with a comprehensive benefit package, much less flexible work schedule & added wellness support. Back in the early days, I hesitated to offer my team benefits because I was afraid that the costs would dig too deeply into our bottom line. It soon became clear that I needed to change this approach & take on a bigger share of the burden. Yet I wasn't sure how that would play out.

Approach or Solution: I was thrilled to find that providing comprehensive benefits in the form of insurance premium coverage, 401K company matching, paid and volunteer time off, a 4 1/2 day work week and flexibility around hybrid vs. time in the office could reap so many positive results! My experience at the B Impact Clinic and earning our B Corp cert reinforced this belief & I ended up adding even more benefits to our package such as family leave policy, prof development, and paid parking, among others.

Impact: From my perspective, my employees seem happier and hopefully will stay working here longer because of these changes. They choose to work at a smaller agency without having to sacrifice their personal needs in doing so. We've become closer as a team, enjoyed learning more about what it means to be a B Corp together and I know we are a more cohesive group because of this safety net. Being flexible about where my employees work has been the hardest for me but I've evolved and