

Nomination: 7426

Avenue

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Avenue
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Avenue
Category A01 - A31 Employer of the Year > A31 - Employer of the Year - Other Industries
Employer of the Year Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required The founder and CEO of Avenue was a solo Executive Coach and facilitator for over 20 years before he created Avenue in 2019. We offer highly scalable, live virtual instructor-led training solutions across North America to support transforming managers into "Connected Leaders" - human-centred leaders who create safe, productive, and growth-oriented environments where employees will thrive and grow. We want the same environment here. As Avenue took shape and grew, we employed an in-house technology lead, an in-house designer, administrative and sales support. As of June 2023, Avenue employs 7 people full-time (all remote), and has mastered remote work. With each hire, we sought to find people that are talented, intelligent communicators, and what we call "batteries included"; having an ambitious and proactive team mindset. Avenue prioritizes team connection, mental health, flexibility, integrity, and career growth. We are constantly evolving and looking at how new technology and ideas can support our small and mighty team, making us even more effective. The entire team is invested in our success and will jump in to help make projects successful when needed. (see testimonials)
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b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

- 2021:
- Outsourced HR management to ensure compliance and fair practices
 - Two employees completed a DEI college certificate program to ensure our company and programming is meeting those needs, sharing learnings with the team and integrating into all we do
 - Created a Business Continuity Plan, and purchased insurance, to ensure that the company can proceed in an emergency
 - Appreciation events: summer BBQ and holiday party to be together and show appreciation for hard work

- 2022:
- Honed Mission and Values
 - Renegotiated better benefits plan, including virtual doctor assistance
 - Launched the new Employee Value Proposition and Compensation plan.
 - Updated job descriptions and raises, with yearly inflation
 - The plan reiterated our flexible nature - you work to make your life work, not the other way around. Flexibility with scheduling allows everyone to work when it works for them, and not miss life's important moments.
 - Extended our vacation allotment to unlimited, with the caveat that deliverables are still delivered on time and at full quality.
 - Launched a 3 week holiday shutdown and summer Fridays off (June-Sept)
 - Created a profit sharing structure
 - Attended Trade Accelerator Program to prepare for international growth/success and what each team member needs to know in their role to be successful in various markets
 - Quickbooks payroll for automated pay, with access to paystubs
 - Dext receipt manager with app to quickly facilitate expense submission
 - Completed a Financial program with BDC to upskill financial management for company success

- 2023:
- We hired a full-time Chief Revenue Officer to guide sales and marketing initiatives

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

Avenue's comprehensive approach to employee well-being, growth, and commitment to compliance sets a high ethical standard. These accomplishments set Avenue apart from other players in the industry and demonstrate a remarkable progression from the organization's past performance. This is an area where many organizations struggle to prioritize and implement effective measures.

Furthermore, Avenue's dedication to work-life balance and employee flexibility is exceptional and far surpasses the minimum requirements of the Employee Standards Act. Offering unlimited vacation time, flexible scheduling, and instituting a three-week holiday shutdown and summer Fridays off sets a new standard for prioritizing employee well-being and demonstrating trust and empowerment. Few organizations provide such flexibility and demonstrate an understanding of the importance of work-life integration.

Avenue's actions demonstrate an understanding of the importance of financial literacy, stability and creating a sense of shared success among team members. An open dialogue about the company status keeps everyone engaged and involved in our success.

Their transformative journey has expanded their capabilities and services, while prioritizing employees. Overall, Avenue's achievements in compliance, DEI, employee well-being, financial management, and work-life balance showcase their commitment to excellence, innovation, and distinguish them from competitors in the industry.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

See attached testimonials from a couple of our employees.

Webpage Link

<https://avenuecareers.com> (<https://avenuecareers.com>)

Would you like to add an additional webpage link?

No

REDACTED FOR PUBLICATION

Would you like to add an additional supporting document?

Yes

[REDACTED]

REDACTED FOR PUBLICATION

[REDACTED]

Would you like to add an additional supporting document?

Yes

Supporting Document 3

No File Uploaded

Would you like to add an additional supporting document?

Yes

[REDACTED]

REDACTED FOR PUBLICATION

[REDACTED]

Would you like to add an additional supporting document?

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