

Nomination: 8454

IZEA - Achievement in Managing a Remote Workforce

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 IZEA
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title IZEA - Achievement in Managing a Remote Workforce
Category B01 - B64 Achievement > B27 - Achievement in Managing a Remote Workforce
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required <p>IZEA was a dynamic marketing technology company located in Orlando, Florida, before the COVID-19 pandemic. As the world went temporarily remote, IZEA gauged interest with the current employees about the potential of being a fully remote workplace. Sentiments were mixed with people ultimately wanting to have the freedom to work remotely but wanted to maintain the collegial and lively culture associated with their physical office. This caused IZEA's leadership to think creatively about a way to keep the IZEA Way alive and thriving in a virtual environment. As a result, the position of Manager of Workplace Culture & Communications was created to ensure IZEAns could still feel a sense of belonging to the community of colleagues.</p> <p>IZEA was the first company in the influencer marketing space and maintains a drive to remain at the forefront with cutting-edge technology and services. The company recognizes that in order to be the best, it must take care of its greatest asset — the people. IZEA's leadership focuses on investing time, energy, and resources into supporting their teammates and ensuring a consistently positive experience while working remotely.</p>

b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

Since the beginning of 2022, IZEA has achieved remarkable milestones in fostering employee engagement, wellness, and inclusivity. Twice per year, we host an in-person event called "UNITE," bringing together over 150 team members from 13 countries. IZEA covers all travel expenses, including flights, transportation, accommodation, and meals. To maintain the spirit of collaboration, individual teams also gather once or twice a year between UNITE events for team building and training sessions.

To ensure continuous communication, we hold a monthly IZEAUp Zoom meeting where department leaders share updates on projects, accomplishments, and future plans. This is followed by a virtual happy hour to promote informal interactions and team bonding. We also hold virtual water-cooler chats, where IZEAns engages in meaningful one-on-one conversations with team members of all levels, fostering a culture of openness and connection.

Throughout the year, we prioritize wellness by encouraging mental health breaks, PTO usage, and a work-from-anywhere system, which offers employees the freedom to travel. Additionally, IZEA launched wellness challenges focusing on physical, emotional, and financial well-being, as well as the IZEA Cares Committee, which celebrates diverse cultural, religious, and regional holidays and events to foster an inclusive environment.

In 2024, we established the People Operations department, integrating culture and talent management to provide continuous support throughout employees' careers, enhancing retention and job satisfaction. These initiatives reflect IZEA's commitment to creating a supportive, dynamic, and inclusive workplace, setting us apart as a leader in employee engagement and wellness.

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 team's or organization's past performance (up to 250 words). Required

IZEA's achievements are unique and significant because they go beyond standard industry practices to create an exceptional remote work environment. Unlike many organizations that struggle with employee engagement and cohesion in remote settings, IZEA has implemented innovative strategies to ensure continuous support and connection among employees.

The biannual "UNITE" events are a standout initiative. They provide opportunities for in-person interactions that foster strong relationships and collaboration, demonstrating IZEA's commitment to investing in its people. Our emphasis on wellness through mental health breaks, PTO usage, and a flexible work-from-anywhere policy, addresses the unique challenges of remote work. We encourage our employees to take care of doctor visits during work hours, attend their children's school plays mid-day, and work out in between meetings.

These comprehensive efforts have earned IZEA numerous awards, including a 2024 Ragan Workplace Wellness Award, Great Place To Work® recognitions in 2023 and 2024, and several Comparably awards. These accolades not only reflect our success but also validate our innovative approach to remote work. By continuously enhancing our workplace culture and prioritizing employee well-being, IZEA stands out as a leading example of a best-in-class remote workplace.

By fostering a remote work environment that supports both their professional and personal lives, IZEA ensures our team members are healthy, happy, and productive. This commitment directly fuels our overall success and solidifies our leadership 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

WORKPLACE WELLNESS AWARD: <https://izea.com/press-releases/izea-wins-top-place-to-work-award-at-ragans-workplace-wellness-awards/>

UNITE 1: <https://youtu.be/nB1aUHugoSU?feature=shared>

UNITE 2: <https://youtu.be/fzjbhJOsqK4?feature=shared>

THE IZEA WAY: <https://izea.com/company/the-izea-way>

COMPANY PAGE: <https://izea.com/company>

GREAT PLACE TO WORK: <https://www.greatplacetowork.com/certified-company/7047931>

COMPARABLY: <https://www.comparably.com/companies/izea>

Webpage Link

<https://izea.com/press-releases/izea-wins-top-place-to-work-award-at-ragans-workplace-wellness-awards/>
(<https://izea.com/press-releases/izea-wins-top-place-to-work-award-at-ragans-workplace-wellness-awards/>)

Would you like to add an additional webpage link?

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Webpage Link 2

<https://youtu.be/nB1aUHugoSU?feature=shared> (<https://youtu.be/nB1aUHugoSU?feature=shared>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/fzjbhJOsqK4?feature=shared> (<https://youtu.be/fzjbhJOsqK4?feature=shared>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://izea.com/company/the-izea-way> (<https://izea.com/company/the-izea-way>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://izea.com/company> (<https://izea.com/company>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://www.greatplacetowork.com/certified-company/7047931> (<https://www.greatplacetowork.com/certified-company/7047931>)

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Web Page Link 7

<https://www.comparably.com/companies/izea> (<https://www.comparably.com/companies/izea>)

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No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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