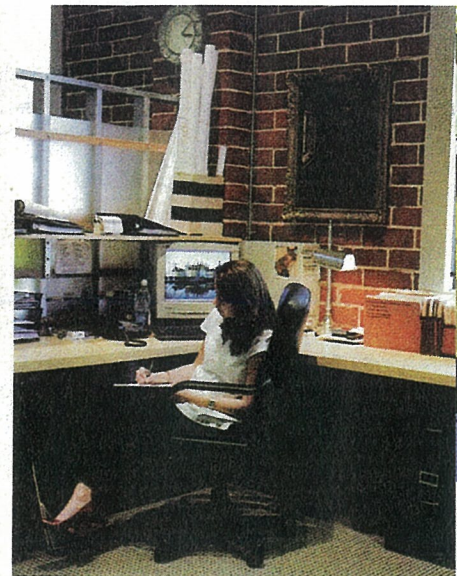


## ↳ THINK INTERACTIVE

# 5

Workers don't have to think too hard about what makes THINK Interactive a great place to work. An intimate work environment where they feel their expertise is highly valued keeps everyone from techie types to receptionists content at this company, which develops marketing strategies for firms such as Mattel, Sears, and Coca-Cola. "Management is always willing to listen to ideas, and everyone is always extremely friendly," says web developer Greg Dunn, who worked as a contractor for three months before going full time in December. "The communication is really open. That's always a big plus."

Touches such as birthday parties, baby showers, free bagels and doughnuts on Fridays, and the monthly Think Drink (an opportunity for employees to chat over drinks in the office) add to the consanguinity. And then there are the perks: THINK invests the equivalent of 3 percent of each full-time employee's salary and bonus pay into a 401(k) after only three months on the job—no matching contribution is required. Staffers and their families get free access to Health Advocate, a service that helps employees navigate healthcare and insurance issues; a debit card issued through the Flexible Spending Account; and BalanceWorks, a prepaid confidential service that provides resources and assistance with work, family, and personal issues. In-house training sessions and Lunch and Learn seminars allow employees to stay abreast of new technology without leaving the office.



**MOST PUP-FRIENDLY WORKPLACE: WAG-A-LOT**

If dogs voted, this would be number 1. They get to go to the office with their humans and spend the day in a play yard. Owners score premium dog food at cost, get discounts on canine accoutrements, and never have to fret about rushing home to let Fido out.

Being part of a design company whose work has been featured on the pages of *Southern Living* and *Better Homes and Gardens* can't be bad for the resume, and the gleeful reactions designers receive from clients are certainly an ego boost, but it's the **team-oriented work environment** that really keeps employees satisfied at this small Midtown firm, founded in 1981. "We have the benefits of a large business, like a 401(k) plan, but it has a small-business feel," says interior designer Nikki Bachrach, who has been with the company for five years. Regular social outings—from karaoke nights to group softball games—maintain camaraderie among the designers, architects, painters, and upholsterers.

The environment is as plush as you'd expect of an interior design firm—eighteen-foot pine ceilings, a waterfall in the lobby, nickel fixtures in the restrooms, no offices without windows, and a huge full-service break room. Employees say even simple changes, such as adding a second microwave to the break room to thwart the lunchtime bottleneck, demonstrate that the management team is responsive. The company invests in staff by picking up the tab for professional development courses (like it did for the painter who signed up for a class on Italian finishing techniques).