

BEST COMPANIES TO WORK FOR 2020

BY MATTHEW J. MOWRY

The winners of the Best Companies to Work For competition are a testament that no matter what is going on in the economy or the world, a strong culture is foundational to surviving tough times. Taking care of your employees in good times means they will have your back when a crisis occurs.

And it doesn't get much tougher than 2020. A pandemic, a recession, record unemployment, isolation, political uncertainty and racial tensions have created one of the most stressful and trying times that companies have faced in recent history.

This is the 23rd year that *Business NH Magazine* has recognized the best employers and certainly the most unusual year. What has remained consistent is the quality of the company cultures and interesting approaches to benefits and policies.

So how do we find the Best Companies to Work For? Firms must complete an extensive employer application detailing benefits, policies and programs while at least 50% of the company's NH workforce must complete an engagement survey, designed and administered by The Employee Engagement Group in Woburn, Mass.

The survey results account for 60% of a company's score, and employer practices, 40%. Our site tours, done with the help of Bruce Mast & Associates and Leddy Group, were replaced this year by employee review sites.

Companies named a Best Company to Work For four out of five years are inducted into our Hall of Fame.

Join us for Breakfast With the Best, on Sept. 30 from 10:30 a.m. to noon. This virtual event will include Keynote speaker Dr. Stuart Lustig, who will discuss a CIGNA study on Loneliness in the Workplace, and CultureFest, interactive breakout sessions with NH's Best Companies to Work For. For more info, visit businessnhmagazine.com/events/2020-breakfast-with-the-best.

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Boothby Therapy Services

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It's a big deal to be invited to the boss's house, but it's especially cool when it's their vacation home in Nicaragua. Maren and Christopher Boothby invite long-time or high-performing employees for a week-long complementary vacation at their home as a way to show appreciation for their work.

Boothby Therapy Services is all about personal touch. It starts during the first job interview. Boothby dubs its employment process the Life Empowerment Program, and it's a multi-level hiring process that includes ensuring the candidate's values align with those of the company. Job candidates complete a personal and professional preferences survey describing what they want from their career and take a clinical skills assessment.

At the beginning of each year, employees fill out a "Favorite Things" sheet describing what they enjoy so managers can use it when giving appreciation gifts.

Employees set their own schedules, and the firm has a program for financial, administrative and management staff that allows them to work remotely from any location for up to one month annually.

Boothby Therapy Services recently launched its first bonus program and also pays a \$1,000 new-employee referral bonus. It also holds a School Partner Promise Challenge where it challenges its service providers to show off projects they are working on, such as relationship-building, positive communication or acts of kindness. Providers submit emails, photos or videos to get to showcase their work, and three winning presenters receive a gift card to a business of their choice, as well as funds to purchase something for their school. ■

Provider of school-based related services including speech, OT, PT, AAC, TVI, O&M and psychology.

CEO: Maren Boothby

Years in Business: 20

Full-Time Employees: 109

Part-time/Temporary or Seasonal Employees: 23
(Benefits offered)

Years on List: 1

Top Employee Engagement Survey Measures:

I am actively encouraged to volunteer new ideas and make suggestions for improvement of our business:

100% agree

My manager really cares about me as a person:

100% agree