

MINNEAPOLIS/ST. PAUL BUSINESS JOURNAL

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2015 BEST PLACES TO WORK

#7 MEDIUM LIFESPRK



First-time winner

Score: 91.6846

Top local executive: Joel Theisen

Minnesota employees: 52

Business: Senior living services

Your company is: Privately held

Year founded in Minnesota: 2004

City: Edina

Web: lifesprk.com

Twitter: @lifesprk

**We asked CEO and Founder
JOEL THEISEN:**

What are the most popular perks you offer employees? Each year, leadership chooses a BHAG, or Big Hairy Audacious Goal, for the company to achieve. Typically, the goal has been related to a growth metric and the prize is chosen by the team through a survey of top choices. Last year, the prize, if we hit our net profit goal, was a trip to Las Vegas. The team was motivated and worked hard to achieve our goal — and we hit it! As a company, we could have done individual bonuses, but we chose to offer a team prize to celebrate this achievement together — which further fosters our company culture of sparking lives

together. Last year, Lifesprk also focused on engaging employees in healthy activities in and out of work with the introduction of Perk Health, an optional online fitness tracking and rewards program to incentivize employees to make healthy lifestyle choices. Each employee can log their workouts with friendly reminders, get peer support from colleagues, and receive helpful tips along the way from team leaders. With this program, they can track their progress, work toward goals and earn a quarterly stipend. So far, employees have recorded over 5,000 workouts and exercised 4,000 hours since we've started using Perk Health.