

#1 COMPANY

ELLENBECKER INVESTMENT GROUP

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Ellenbecker Investment Group is a financial planning firm intent on providing employees with the same care and support clients receive. Karen Ellenbecker founded the company in 1996, and her daughter, Julie Ellenbecker-Lipsky, has served as the company's president for nearly a decade.

"We wanted our employees to have freedom, flexibility, physical and mental health support, financial planning and so much more," said Ellenbecker-Lipsky.

Ellenbecker Investment Group currently employs 36 people across



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The Ellenbecker Investment Group leadership team of Karen Ellenbecker and Julie Ellenbecker-Lipsky.

offices in Pewaukee, Whitefish Bay and Bonita Springs, Fla. The employee-centric firm offers a host of benefits and initiatives including flexible scheduling, employee recognition programs, ongoing check-ins, team

building and volunteer opportunities, multiple wellness programs and a welcoming work environment open to dogs and newborns.

As part of the "Dream Schedule" initiative, all employees can create

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their own schedule. Most employees work from the offices, said chief people officer Cara Olson. Meetings are never held between noon and 1 p.m. "Everyday Moments" and employee of the month initiatives recognize and incentivize employees to provide top-notch client service.

Ellenbecker Investment Group also prioritizes community outreach among its employees, awarding \$1,000 to employees on their work anniversaries to donate to the charity of their choice. Each employee also receives a paid volunteer day off.

Health and wellness are also top of mind. An integrative health consultant is onsite twice weekly for drop-in or scheduled appointments to confidentially discuss stress management, mental health, mindfulness, parenting and even nutrition. Twice weekly workouts led by a personal trainer are also a staple of the in-office culture. A chiropractor visits twice a month.

