

FOR IMMEDIATE RELEASE

Ziba Design Recognized for Innovative & Effective Workplace Practices

Receives prestigious When Work Works Award



Portland, OR (December 4, 2018) – Ziba Design has been honored with a 2018 When Work Works Award for exemplary workplace practices. The prestigious When Work Works Award is part of the Society for Human Resource Management's (SHRM's) When Work Works project, a national initiative that helps employers become more successful by transforming the way they view and adopt effective and flexible workplaces.

The award recognizes employers of all sizes across the country that are excelling at offering a variety of top-rated employee initiatives such as work-life fit policies, flexible scheduling and transition to parenthood programs. The award goes beyond work-life programs and includes initiatives that address the additional evidence-based aspects of effective workplaces, such as opportunities for learning, a culture of respect and trust, and job autonomy.

“As a creative agency, providing the flexibility to support a work-life balance is important to us”, states Sohrab Vossoughi, Ziba’s CEO and Founder. “We are honored that our staff provided such supportive and complimentary feedback about our internal culture here at Ziba.”

In applying for the award, Ziba was evaluated on factors associated with employee health, well-being and engagement: opportunities for learning; a culture of trust; work-life fit; supervisor support for work success; autonomy; and satisfaction with earnings, benefits and opportunities for advancement.

“These organizations developed HR policies and programs to support and maintain this environment, and they are reaping the benefits with increased retention, productivity, and overall success for their investment,” said Lisa Horn, SHRM vice president, Congressional Affairs.

The award is earned after a rigorous assessment that emphasizes the real-life experiences of employees and incorporates national benchmarks of employer practices from the National Study of Employers and the employee experiences from the National Study of the Changing Workforce. Two-thirds of an organization’s winning score is based on a survey of its employees.

To learn more about the awards, view an interactive map that lists [winning organizations by state](#) and a list of [winners by name](#).

Additional information about the [When Work Works Award](#) and the [When Work Works](#) initiative is available online.

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ABOUT ZIBA

Ziba is a global innovation and design consultancy headquartered in Portland, Oregon, known for creating love between people and brands. Since its founding in 1984, the firm has created some of the most iconic products and industry disruptions including the USB flash drive, while also defining satellite radio for the mainstream, or redefining the retail banking industry. As pioneers in consumer insights and research methods, and human centered innovation, Ziba works with its clients to harness the power of empathy, and the role that brands play in their delivery of meaningful and authentic customer experiences. With expertise in developing innovative customer experience programs, Ziba has designed customer experience strategies for Fortune 1000 companies including FedEx, Alaska Airlines, Carnival Cruise, Daimler, United HealthCare, Holiday Inn, Luxottica, P&G and Reebok.

Drawing from a wide range of expertise representing global backgrounds, the firm consists of anthropologists and strategists to engineers, architects and designers across disciplines. These varying perspectives allow Ziba to leverage and apply insights to solve complex problems across industries, cultures and generations, developing products and services in both digital and physical environments, creating industry shifts while mitigating the risk of innovation and delivering impactful solutions. Ziba works with their clients to develop the tools and knowledge they need to create love and loyalty in an increasingly competitive market.

For more information, [please visit www.ziba.com](http://www.ziba.com).

ABOUT WHEN WORK WORKS

When Work Works is a national initiative led by the Society for Human Resource Management (SHRM) to help businesses of all sizes and types become more successful by transforming the way they view and adopt effective and flexible workplaces. When Work Works is one of the foremost providers of resources, rigorous research and best practices on workplace effectiveness and flexibility in the nation. The initiative administers the prestigious annual When Work Works Award, which recognizes exemplary employers for creating effective workplaces to increase business and employee success. Visit www.whenworkworks.org and follow us on Twitter @WhenWorkWorks.