



SCHWARTZ MEDIA STRATEGIES

As the owner of a marketing communications and public relations firm, one would imagine that Schwartz Media Strategies President Tadd Schwartz would know the importance of communicating with clients and his people. Therein, he says, lies his success.



Schwartz

“Communication” starts each week with weekly brainstorm sessions held Mondays at 10 a.m. The format is similar to a newsroom where executives and employees discuss breaking news and how the news affects clients.

“The meetings create a space where all employees come together to share ideas, brainstorm and be creative,” he says. “These meetings set the tone for the week to come.”

The team also converges for spontaneous off-site activities, whether it’s a show at the Adrienne Arsht Center for the Performing Arts, bowling or group dinners. Among paid benefits, employees get holiday bonus time

off between Christmas and New Year’s Day in addition to paid vacation. Schwartz offers 100 percent employer contribution for health and dental insurance premiums, significant monetary incentives for bringing new business to the firm, and encourages employees to participate in professional organizations and networking or community events by reimbursing them for their participation.

In an industry where turnover can be high, Schwartz has never lost an employee to a rival firm.

“Satisfied employees contribute to a successful business, and we recognize that employees are not easily replaced,” he says. “Retaining quality employees means treating people well. Our leadership empowers all of our employees to take ownership in the company, be proud of their work and take control over their client relationships.”

In the end, communications is important – internally and externally – at Schwartz.

“We are storytellers, brand creators, conversation starters and people connectors,” he says. “Above it all, we are business builders.”