



HEALTHY COMPANY

All-Stars

2023

417
MAGAZINE

417 Magazine
Springfield, MO

Pres/CEO
Logan Aguirre

the
Great Game
of Business®
greatgame.com

417 MAGAZINE

BACKGROUND

Founded in 1998, 417 Magazine is a second-generation, family-owned regional magazine that focuses on telling its nearly 400,000 monthly audience members the stories they need to know from all around southwest Missouri. The company has also evolved to produce custom publications for corporations, communities, and charities.

When Logan Aguirre purchased the business from her parents in September 2020, she soon turned to playing the Great Game of Business with the help of coach Katie Davis to embrace transparency and create lines of sight for her employees so everyone could see how they could make an impact. Aguirre also wanted to share profits with her team in ways where everyone understood why they had earned a fair share.

HEALTHY FINANCES

By opening their books and teaching everyone inside the business how they make money, 417 set profits records in 2022—which they're tracking ahead for 2023. The team has collectively dug into their financials and made hard decisions like raising prices and cutting back on products and events which had thin margins. The team has also begun putting a renewed focus on their long-term planning, looking at what they want the company to look like in five to ten years. A key element of that planning is diversifying revenue sources beyond the printed page to help weather future downturns.

HEALTHY CULTURE

Aguirre and her leadership team have begun working with their staff to develop longer-term career plans to ensure that employees see how they can continue to grow their careers within the organization. They've also shifted their focus when they hire new people to prioritize cultural fit over a candidate's competencies. "Our goal is to become an employer of choice," says Aguirre. As part of celebrating their 25th anniversary, the 417 team has made "Community Impact" their focus for 2023—which focuses on how they can continue to engage and build relationships in the Ozarks.

HEALTHY PEOPLE

Aguirre has recently invested in an industry-wide compensation survey to help ensure that employees are paid fairly. To help improve the work-life balance among the staff, 417 has also put a focus on ensuring that every employee uses their entire allotment of paid time off each year—and that they bring back photos and stories to share with their colleagues. One lucky employee earned a free vacation when the team hit their goal. 417's emphasis on teaching financial and business literacy skills has also spilled into their employees' personal lives, where just about everyone uses scoreboards to track their personal finances and budgets.

