



HEALTHY COMPANY

All-Stars

2023

INTRUST IT

BACKGROUND

Intrust IT, which was founded in 1992, provides information technology support for small and medium-sized businesses that can't afford an IT department of their own. The firm boasts nearly 200 customers, most of whom reside in the greater Cincinnati area.

CEO Tim Rettig turned to the Great Game of Business as a way to educate his employees about their company's finances and how their efforts to cut costs and increase margins can improve company profitability—which they benefit from as owners of the business through an employee stock ownership plan (ESOP.) especially as the company has evolved into an ESOP.

HEALTHY FINANCES

IntrustIT continues to post solid growth in sales and profits compared to its industry. "Everyone in the company is very engaged with the profitability of the company because they understand what's going on with the finances, how they can make changes, and how they directly benefit when the company does well," says Rettig. The IntrustIT team has recently leaned into the AI revolution by finding ways to use the technology to automate customer request tickets in ways that have increased efficiency, productivity, and profits. Rather than eliminating jobs, IntrustIT wants to use AI to protect them by helping the company become more profitable, says Rettig.

HEALTHY CULTURE

As IntrustIT has transitioned to a 30% ESOP in recent years, Rettig has focused on building a culture of ownership. Case in point: Employee turnover during and immediately after the pandemic was virtually non-existent, especially when compared to peers in their industry. Perhaps even more exciting, shares in the company's ESOP have nearly doubled in value over the past three years, which is creating wealth for the company's employee-owners. Unlike other tech companies which have suffered through recent layoffs, IntrustIT continues to expand its team, including hiring several college interns after they graduated.

HEALTHY PEOPLE

To help address the guilt of taking time away from the job—and the resulting burnout from over-work—IntrustIT made it a focus in 2023 to encourage every employee-owner to take "9 days away from the keyboard." Not only has that helped people take time away, but it's also helped build new connections between associates when they share the details of where they went and what they did during their time away. Rettig says that they did have one employee who responded to an email when he was supposed to be away—and he was immediately called out by his peers.



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