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In 2010, IQWired Inc. has grown — by adding four employees, increasing revenue 30 percent and moving into a larger office. Employees go on an annual camping trip and meet monthly for breakfast.

There's no 'ceiling' to hold down IQWired employees

BY RYAN SEVERANCE
DENVER BUSINESS JOURNAL

Tatiana Finkelsteyn, founder of IQWired Inc., left her corporate job nine years ago. She wanted to create a company that offered incentives to employees and fostered an enjoyable office atmosphere.

And she's achieved that goal, she said. IQWired is a telecommunications company that creates phone and Internet service packages for companies.

To help motivate and encourage her employees, Finkelsteyn offers incentives, such as providing them with the ability to earn money after they retire or if they move to another company.

"The real reason I started this company was I really wanted to build something where everyone could not just work but have a lifelong business of their own," she said. "We have a payment structure in place that allows employees to earn money after they retire or move on to another job."

That payment structure, called "Business for Life Plan," can be very rewarding; a top sales executive could earn a six-figure annual income after retirement. The income is based on the accounts they bring in during their years at IQWired.

"I want to put people in a position to be able to retire after 10 years," Finkelsteyn said.

She said she chose this strategy because she wants IQWired employees to think like owners, not workers. "Business owners act much differently than employees just holding down a job, and treat clients differently as well," she said.

IQWired's 15 employees praise the Business for Life Plan.

"At most companies, there is a ceiling for what you can make, basically a flat-

<p>No. 1 small-size company</p> <p>IQWired Inc.</p> <p>Industry: Telecommunications</p> <p>Top executive: Tatiana Finkelsteyn</p> <p>Location: Denver</p> <p>Established: 2002</p> <p>No. of employees: 15</p> <p>Website: www.iqwired.net</p>	
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rate salary no matter how well you do or what you produce for the company," said Mary Beckmann, recently promoted to partner at IQWired. "Here, there is literally no ceiling as far as what you can earn."

Qwest Communications International Inc. (NYSE: Q) laid off Randy Reznik, now IQWired's business development manager, in 2009. Finkelsteyn hired him in February.

"When I met with Tatiana, I told her up front that what I really want to do is own my own business some day, and she provides us with that opportunity here," he said. "This is something I can even let one of my daughters take over some day."

Finkelsteyn rewards employees who hit their sales goals by letting them have flexible schedules and work from home.

"I like to emphasize quality of life here," she said. "If you're working hard and consistently hitting your sales goals every month, why should you be forced to come into an office every day?"

Finkelsteyn said it's common that just seven or eight of her employees are in the office on a typical work day.

IQWired has been growing despite the



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IQWired Inc. recognizes outstanding employees each year, rewarding them with a trip to a beach resort, such as Cancun, Mexico.

recession. This year, it hired four new employees, grew revenue by 30 percent, moved into a bigger office and invested in a large-scale website redesign.

Outside of the office, the IQWired staff spends a lot of time together. It's partly because there are three married couples on staff, as well as a mother and her son. But also, they genuinely enjoy spending time together, Finkelsteyn said.

The company goes on an annual camping trip and has a monthly team breakfast. And for employees who meet their sales goals, the company pays for an annual recognition trip to a beach resort, such as Cancun, Mexico.

Finkelsteyn believes people hate to be

complacent, especially in the workplace. So she encourages employees to create new jobs within the company.

"We had a guy in sales that wanted to do a proposal about building a customer care specialist center," she said. "So he put together a presentation for me showing why we would benefit from this, and he literally created another job title for himself right there."

Only one employee has left IQWired since its 2002 founding, according to Finkelsteyn.

"People just don't want to leave this company," she said.

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