## Quicken Loans has become one of America’s most successful companies through high involvement, a focus on creativity, a strong culture, and other effective organizational behavior practices.

Quicken Loans is America's third largest residential mortgage lender. Yet it is almost the antithesis of a traditional financial instruction. The Detroit based company does business completely online and boast a high involvement, creative customer forecast and fun culture. We encourage everyone who works at the company to be curious. Look for ways to improve our processes. Then take the next step and make the things. Into reality. The information technology group takes the creative. Process. One step for the thorough bullet time. A half day event. Each Monday during which information technology staff. Work on a project outside their usual duties. That benefits the company. You need to provide. The freedom and motivation for employees to make a difference.

The company invests heavily in employee development. Beginning with an intensive two-day orientation program. During which. The CEO. Personally describe the company's culture. That guide employee behavior. Amazon even hangs out his email address and personal cell number to keep the communication lines open. He encouraged these leaders to be accessible because it breeds in a. Inclusive culture.

Quicken Loans work environment also supports its work hard play hard culture, the company's offices in downtown Detroit a riot. A brightly colored wall and furniture. Gratify pated concrete floors and unusual spaces for important gatherings and breaks. Surrounded by progress charts and posters highlighting each of kicking those principles. Employees take time out to. Engage in ping pong tourism. Basketball games. And costume contests. We've done some pretty wild stuff. But people will respond well to that. It creates an energy level that an old tired space doesn't have.

Quicken Loans is also recognized for its strong community. Support such as. Reviving. Deteriorates central business district. Donating time and resources to charities. And assisting employees serving in the national guard. The company isn't perfect yet it is recognized by multiple sources as one of the best financial institutions for customer service, and one of the best places to work in America. No one in the company limits you to where you're at.