

**Introducing
ACG NJ's 2018 Corporate Growth Award Honoree**

An Interview with
Ari Raivetz
CEO
Organica Water, Inc.

Conducted by Sally Glick, President, ACG New Jersey

While most people assume that a profitable, innovative company is defined as one that has built a strong research and development department with a focus on dynamic out-of-the-box thinking.

But Organica Water, Inc.'s CEO, Ari Raivetz, understood early on that for a company to earn a reputation as a game changer, it would take more than one team or one department. Instead, at Organica Water they rely on everyone in the organization to think differently, to feel encouraged and empowered to identify unorthodox ideas, and to feel bold enough to ask for forgiveness (instead of permission) when trying out a new concept.

Ari's perspectives on innovation have proven to be spot on. Organica Water's mission is to significantly change the treatment and recycling of wastewater worldwide. To accomplish this global goal, taking into account the challenges posed when working within diverse geographic locations, the company has had to embrace a unique environment that is unconventional, flexible and smart. For Ari, that made nurturing a culture of 'systemic innovation' an imperative. As a result, he spent time researching and studying organizational dynamics, listened carefully to employee concerns, and focused on a range of people-focused workplace challenges. The conclusion for him was to cultivate and sustain a consistent, organized, company-wide approach to innovation, which meant putting the success of the company in the hands of the staff. To embed a culture in the hearts and minds of each and every person is a tough assignment. Ari manages the process by finding ways to repeat the message regularly, to share key accomplishments weekly to their world-wide workforce, and to celebrate and reinforce good news through technology-enabled communication channels like video based town hall meetings.

The hiring process is one of the critical keys that enables Organica Water to foster its philosophy of systemic innovation. Recognizing that they would have to expand their recruiting efforts, the company began seeking out the best and brightest employees internationally. Once they were freed of the traditional limits of identifying employees from near-by, convenient communities, they were able to hire employees with no geographic restraints. Finding innovative, risk-taking, intelligent employees became their basic objective - once they acknowledged that they could draw on the world's finest workers to do so.

Using technology, social media (especially LinkedIn), town hall meetings and a budget that allows for international travel, the company has been able to connect employees from everywhere and anywhere, strengthening camaraderie, a powerful sense of community and reinforcing a culture that respects all employees, treats them well and recognizes and rewards their contributions.

Join us at the Association for Corporate Growth – NJ's Conference on Growth Conference and Corporate Awards to learn more from Ari Raivetz and the distinctive approach that is Organica Water's *secret sauce*.