

# Kennected A Big Winner With Powderkeg's 2020 National Tech Culture Awards

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Indianapolis Indiana, 12/23/2020: Kennected has been selected as a winner for the PowderKeg culture awards for technology companies. To view, the original article see [kennected.org/best-tech-co-award-2020/](https://kennected.org/best-tech-co-award-2020/). PowderKeg has selected Kennected as one of the best company cultures in tech in communities beyond Silicon Valley.

The award winners were selected after their participation in Powderkeg's 2020 Tech Culture Awards, a survey that gathered information from technology-powered software, hardware, product, and services companies across the country about the culture within their workplace. Employees rated their companies and employers on several topics that contribute to company culture, including leadership, diversity and inclusion, career path, work-life balance, and remote work. There are also categories based on teams and regions where companies are headquartered. Awards are based on application responses and survey rankings by each company's employees.

During the Powderkeg survey, over 1,000 tech employees across the country were asked to rate their companies and employers on different topics related to company culture. Topics included leadership, diversity and inclusion, work-life balance, compensation, benefits, community involvement, remote work, and career path.

Powderkeg's survey for the 2020 National Tech Culture Awards also had categories based on teams and regions where companies are headquartered. Based on the responses, a handful of companies including Kennected started rising to the top.

Powderkeg emphasizes the importance of developing healthy workplace culture, especially within tech companies, because it is the number one reason why people join and leave organizations.

“Company culture,” Powderkeg stated, “was the biggest data point we saw from our Tech Census study in communities across the heartland. And it’s what inspired our team at Powderkeg to start asking this question: Why shouldn’t talented employees be able to pursue a fulfilling career in tech, connect with their calling and reach their full potential no matter where they live? So we set out to learn as much as we could.”

The Work-Life Balance Culture Award is given to companies that prioritize wellness and work-life balance for their employees, making sure each member of the team is thriving both in and out of the workplace.

The Leadership Team Culture Award is given to the companies with the top-rated leadership among their employees, signifying that they are being led by magnetic, charismatic, and effective leaders.

The Career Path Culture Award shows that a company is looking to help their employees reach their full potential—and not just secure a paycheck. Career development is a core part of high-performing company culture. Kennected ensures that each member of the team can grow as a person and as a professional.

The Diversity, Equity, and Inclusion Culture Award show diversity in the office environment, ensuring equal opportunity for everyone on board. Lastly, the Sales & Marketing Team Culture is for companies with a healthy and competitive sales and marketing team.

Kennected is humbled to be recognized as one of the best tech places to work in 2020. Kennected is also opening its doors to more people who want to join their team: “We are pleased to announce we are a Top Rated Kulture tech company to work for in 2020. If you are looking to start a career with massive room to grow, give us a holler.”

Kennected is a marketing software company that automates the lead generation, conversations, and relationships so that companies can reach more leads at scale. Kennected generates a stream of leads, meetings, and sales so that companies can focus on more important tasks like developing strong connections, improving their services, and converting leads.

Check out Kennected’s Powderkeg profile through the link below.

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For more information about Kennected, contact the company here: Kennected Stephen Twomey (317) 623-4343 201 S Capitol Ave Suite 800, Indianapolis, IN 46225

## **Kennected**

*Kennected is the leading platform for generating leads online via LinkedIn. Scale your prospecting automatically, and start spending more time closing deals.*

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