



## Vynamic

**F**or Vynamic, it's been three years on the Best Small Firms to Work For list and three years as one of the Final 4 firms. And that's pretty impressive for a firm that began back in 2002 with "a laptop and a dream," according to Dan Calista, Vynamic's Founder and CEO. Calista says he started the firm because he believed there had to be better way. Apparently, there is: It's called The Vynamic Way.

"We pursue the better way in all aspects of our business," Calista says. "The recognition from Consulting magazine signifies our pursuit of the better way is working. I credit our success to the way Vynamic utilizes our company values in the decision-making and actions of our team. The 'V' in Vynamic stands for Values and Vitality."

And there's sure a lot of vitality in the healthcare sector these days. "The healthcare industry is experiencing unprecedented levels of change, and we will be continuing to collaborate with leading healthcare industry companies to sort through the change on the horizon," he says. "There is more strategic planning work that needs to be done, which will be followed up with strategic execution of nimble, highly talented teams."

Vynamic's top priority is to stay on the leading edge of the many changes within the healthcare industry and

lead projects that achieve extraordinary results for our clients, he says.

Calista says the fact that Vynamic is laser focused on one industry is an advantage for the firm. "Our commitment to one industry brings 100 percent of our resources to bear on the intricacies of this complex industry."



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In fact, Vynamic has become the largest healthcare-only firm in the city of Philadelphia because of it. "To work with Vynamic is to love Vynamic," Calista says.

"Vynamic has a very unique culture and it's something we cultivate." Calista says the culture is best described as "healthy", in the most

holistic sense of the word. "We are healthy in how we collaborate with our clients on their most strategic priorities," he says. "We are healthy in how we interact with each other and the communities we work in."

It comes as no surprise then that

Firm Headquarters: **Philadelphia**

Billable Consultants: **60**

Service Line: **Multi-Service**

Client Industries: **Healthcare**

Employees Say: "The culture at Vynamic is unheard of in consulting, and frankly in the market place, based on my experience. I say "name anything you dislike about your current role/job and I promise that Vynamic has found a better way." Seriously, the amount of energy and thoughtfulness that our leadership team puts into making the time we spend working better is astounding."

the firm excelled in the areas of culture, as well as work/life balance and compensation & benefits on this year's survey.

"Vynamic is a company that is committed to grow for our people, not at the expense of our people," Calista says. "We believe that culture is about commitment, not size. We commit and prioritize culture to bring out the best in what we do. Ultimately, we want our team to truly thrive with the freedom to apply their unique strengths."

### WERE THERE ANY SPECIFIC INITIATIVES THAT LED TO YOU BEING A BEST SMALL FIRM TO WORK FOR?

Dan Calista, Vynamic's Founder and CEO, says: Vynamic created a strategic priority we call "Happy Together" as part of our annual plan. We love the management consulting industry and working with great clients and team members. We decided we wanted to create even more ways to be "Happy Together" and we created projects related to them. This year, Vynamic became the first U.S. management consulting firm to have all employees take and use the scientifically developed Happiness Works survey."