

Vistage Key Group: Building a cohesive team culture



Nikki Canga
Account Director
Frozen Fire
Vistage member since 2014

The Journey

Nikki Canga knows firsthand how fast things change. A client-turned-employee of digital marketing firm, Frozen Fire, Nikki is the account director for the digital marketing program, where she serves as the liaison between the execution team and the clients.

Since joining Frozen Fire in early 2014, Nikki's firm has scaled quickly. And like any company that rapidly expands, they faced growing pains.

Late last year, Nikki met Vistage Chair Ken Stibler in Dallas, who invited her to attend a speaker meeting. She found the energy and community of the session compelling.

The Challenge

Nikki's reasons for joining Vistage were twofold. She was looking for a community of business leaders and she needed answers—particularly on how to develop a strong work culture at Frozen Fire.

"When I came to the first meeting, it was kind of this whirlwind of learning, connecting and growing," she said. "We have a really great group of high performing members

who are all very connected ... ultimately, our goal is to not only be an advisory group but also a support system for each other in order to help each member succeed."

From the start Nikki was able to tackle the challenge of developing a proactive and engaging workplace through her Key Executive Group meetings, which focused on building culture. She was exposed to influencers like Dr. Gustavo Grodnitzky, a renowned speaker on culture change, who inspired her to use what she learned during those sessions.

The Solution

Since joining Vistage, Nikki has developed a plan that defines many of the moving pieces within her company's digital marketing program.

"Vistage has allowed me to take the group's suggestions back to my team, implement those processes, and see how they positively impact our culture in order to help grow our business," she said.

For example, Vistage speaker Dean Minuto's advice on implementing the 'yes factor'—an approach that redefines company culture to make employees better communicators—has transformed her office, with regards to client, staff and intern interactions while also allowing them to improve best practices.



"Vistage has become a part of my professional repertoire. I can't imagine a life without Vistage now."

To learn more about becoming a Vistage Key Executive, go to vistage.com/explorekey