

Authenticity at Work: How Avant and GoHealth Built Cultures Where People Can Be Themselves

Avant's Adam Rozak and GoHealth's Anthony Sis share how authenticity shapes their company cultures.



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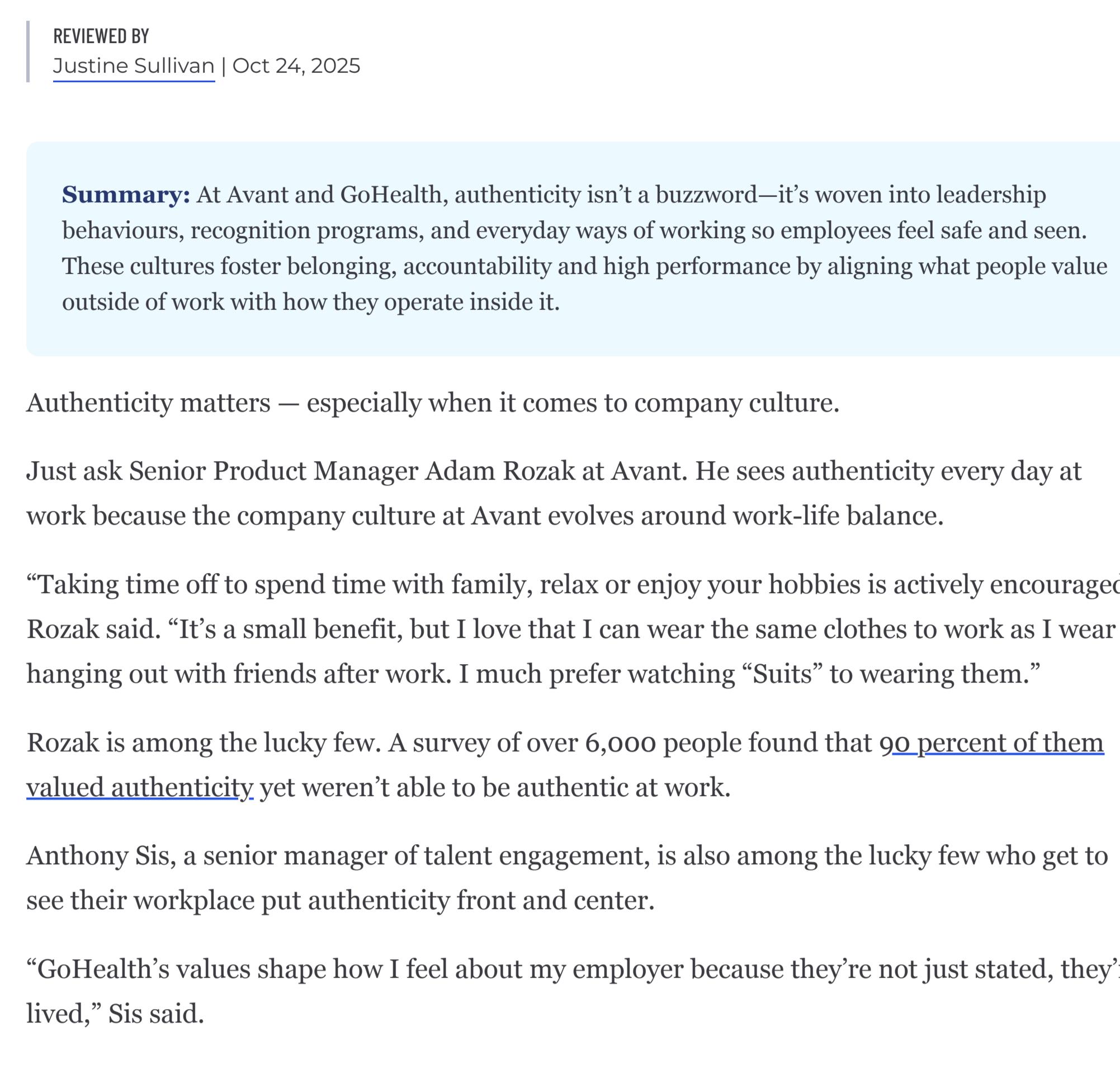


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Summary: At Avant and GoHealth, authenticity isn't a buzzword—it's woven into leadership behaviours, recognition programs, and everyday ways of working so employees feel safe and seen. These cultures foster belonging, accountability and high performance by aligning what people value outside of work with how they operate inside it.

Authenticity matters — especially when it comes to company culture.

Just ask Senior Product Manager Adam Rozak at Avant. He sees authenticity every day at work because the company culture at Avant evolves around work-life balance.

"Taking time off to spend time with family, relax or enjoy your hobbies is actively encouraged," Rozak said. "It's a small benefit, but I love that I can wear the same clothes to work as I wear hanging out with friends after work. I much prefer watching "Suits" to wearing them."

Rozak is among the lucky few. A survey of over 6,000 people found that [90 percent of them valued authenticity](#) yet weren't able to be authentic at work.

Anthony Sis, a senior manager of talent engagement, is also among the lucky few who get to see their workplace put authenticity front and center.

"GoHealth's values shape how I feel about my employer because they're not just stated, they're lived," Sis said.

Volunteer and employee recognition programs are just a couple examples of the company culture coming to life.

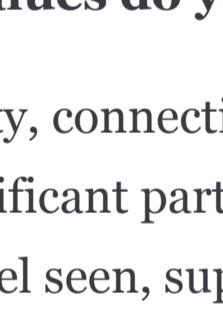
"Empathy and appreciation are also at the heart of our culture," Sis said.

Built In spoke with Sis and Rozak in detail about how they each found employers whose values match their own — and how you can, too.

Adam Rozak

Senior Product Manager • [Avant](#)

Avant utilizes data and technology to connect Americans to financial solutions.



What values do you ideally want to see in an employer?

I highly value authenticity and respect for diverse perspectives and I need any employer I work for to share those values.

For me, authenticity means being able to show up as the same person in every part of my life. I love doing improv outside of work, but I'm not a good enough actor to pretend to be someone else 40 hours a week. I want both myself and my coworkers to feel comfortable being our true selves, knowing they don't need to hide parts of their personalities.

I also believe the best idea wins and the best idea can come from anywhere. For that to happen, an employer needs to value diverse perspectives. If a company's culture rejects healthy discourse from a range of opinions, they limit their possible solutions and discourage employee individuality. I want a culture that's meritocratic and rewards creative thinking.

How does your employer show a commitment to some (or all) of these?

Avant's benefits are a great example of valuing authenticity. Our flexible time off policy is an acknowledgement that life at work and outside of work are inextricably intertwined. Taking time off to spend time with family, relax, or enjoy your hobbies is actively encouraged. It's a small benefit, but I love that I can wear the same clothes to work as I wear hanging out with friends after work. I much prefer watching Suits to wearing them.

When it comes to respecting diverse perspectives, Avant practices that value through a culture built on trust and accountability. Trust starts with strong relationships between employees and their managers. Expectations are clear and Avantees are given the autonomy to figure out the best way to deliver. When ideas or outcomes are evaluated, merit matters most. On top of that, feedback flows both ways: Avantees can openly share input with leaders or ask questions, including anonymously, which makes it clear that every voice has a place here.

How do these values shape your feelings about your employer? What about your ability to make an impact in your role?

These values create the foundation for me to do my best work. When authenticity and open exchange are encouraged, I can focus entirely on my responsibilities instead of spending energy managing how I show up or second-guessing whether my perspective will be heard. I know I can bring my whole self to Avant and trust that my contributions are evaluated fairly. That kind of environment makes collaboration easier, decisions stronger and the work itself more rewarding.

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