

# 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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**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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## Anthony Sis

Senior Manager, Talent Engagement • [GoHealth](#)

*[GoHealth](#) is a Medicare marketplace platform that helps people understand what plans are right for them.*



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

Inclusivity, connection and appreciation are the values I look for in an employer. Work takes up a significant part of our lives, so it’s important that companies foster environments where people feel seen, supported and empowered. Companies should provide the resources, opportunities and culture that help people grow, connect and thrive, regardless of their role or location within the company. I also value organizations that actively build community, encourage cross-functional collaboration and create space for authentic relationships beyond the day-to-day.

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

I think our core values of integrity, collaboration, accountability, resilience and empathy (i.c.a.r.e values for short) are the natural expressions of values I ideally want to see in an employer.

In my role, I help create meaningful opportunities for employees to engage through programs like Culture Connection and our employee resource groups, which bring people together around shared identities and interests. GoHealth also helps foster connections across the company through events like monthly celebrations, town halls and bi-weekly executive updates that keep everyone informed and inspired, especially in our hybrid environment. As a member of various cross-functional teams to execute major initiatives, accountability and collaboration are a natural part of how we work.

Empathy and appreciation are also at the heart of our culture. Our GoServe volunteer program helps us give back and stay connected to the communities we serve, while our recognition platform, GoRecognize, makes it easy for anyone to send a shout-out and celebrate each other’s achievements. We also know the importance of work-life balance, which is why we have a generous PTO policy and in-office perks, like the state-of-the-art WorkLife WellBeing gym, that make it easier to recharge and stay well.

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

GoHealth’s values shape how I feel about my employer because they’re not just stated, they’re lived. I feel incredibly fortunate to be in a role where I can help bring these values to life. I get to create experiences that connect people, celebrate who we are and make our culture feel real and meaningful. It’s empowering to know that my work has a direct impact, not just on our employees, but on how we show up for our consumers.

Being part of a company that lives its values makes me feel proud, inspired and motivated to keep pushing for connection and purpose in everything we do.

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*Responses have been edited for length and clarity. Images provided by Shutterstock or listed companies.*

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