big leap

Culture Study

Employees are saying "thanks" an average of **5** times a month.

1,013 appreciations were given in the last 90 days.

Management recognizes employees about **12** times a month.

98% of users are giving thanks.

"We have core values of Character, Competence, and Community. Those are on display. We use Motivosity to make sure they're not just statements on the wall. There are things our employees do that exemplify those behaviors that make us special."

**Keri Kraatz,
Head of HR**

When Company Values Are More Than Words On a Wall

Big Leap, a digital marketing agency, has put values at the heart of what they do since they were founded in 2008. Using Motivosity, Big Leap has cemented its company values on the hearts, minds, and behaviors of employees and sees major cultural payouts in return.

Getting Executive Interaction Day-to-Day Was Difficult

As with any company, sometimes it can be difficult for employees to have frequent interaction with the executive team. The team at Big Leap was no exception. But knowing that there was something that could be done to increase relationships between leadership and employees, they decided to implement Motivosity.

While the executive team still has their plates full and their schedule even more full, Motivosity has given them a place to interact with employees more often, as well as increased visibility into the day-to-day around the company. And when their leadership team is recognizing employees seven times a month each, it's clear that they take these relationships seriously.

"It's harder to have face-to-face time with some of the executives. So for me, it's been really helpful having Motivosity because the executives get on it too, and they appreciate me for different things like projects I've worked on or strategies I've assisted with..."

- Rachel Coleman, Director of SEO

I think often we always look to the leaders to provide recognition. And one of the things that are cool about Motivosity is being able to recognize those above you. I think it is just the best when I have an employee that recognizes what I'm doing."

**Keri Kraatz,
Head of HR**

Employees Love Being Rewarded On Their Own Terms

Employee rewards don't have to be restrictive or boring—as oftentimes they can be. Big Leap understood that it would mean more to give employees freedom in their rewards so they can choose something meaningful to them.

While not everyone chooses to go on a cruise with their employee rewards, having the flexibility to decide how and when you want to be rewarded has been a powerful way for Big Leap's leadership team to show that they are genuinely interested in their employees and what's important to them.

"I went on a cruise in July. I paid the deposit with my Motivosity balance from my ThanksMatters Card. It's as easy to use as any other card."

- Brad Francis, Content Writer & Editor

"When it comes to company culture, it's not always a level playing field. It's hard with remote employees. But with Motivosity, we're all in the same spot. We're all interacting in the same way. There's not an in-office component to Motivosity."

**Brad Francis,
Content Writer & Editor**
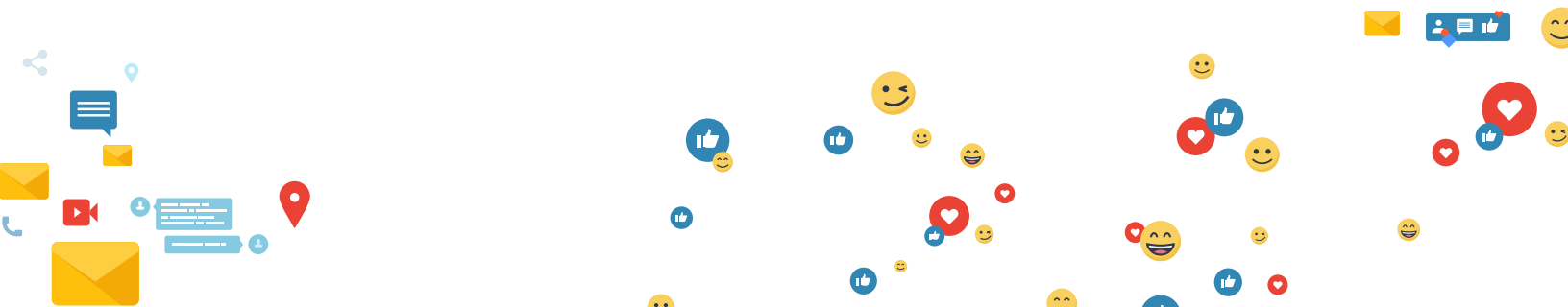
Employee Engagement Has Become a Quantifiable Metric

Employee Engagement can be…well, difficult to track, to say the least. Especially as a quickly-growing small business, Big Leap was feeling the pressure to be able to measure employee engagement and understand where the team was at.

Through Motivosity's 1 on 1 tool and reporting, employees are able to have more open conversations about work, life, and everything else. Management and executives have tangible data about the work being done, employee turnover, and also real numbers around recognition—while still feeling really good at the end of the day.

"There are metrics. Whether it's a matter of churn, completion of projects on the to-do list, or other things, there are absolutely metrics tied to that. So there can be numbers along with feel-good stories."
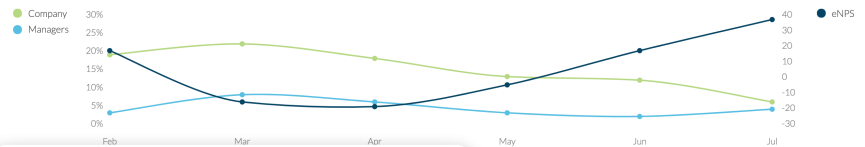
- Dan Posner, EVP of Business Development
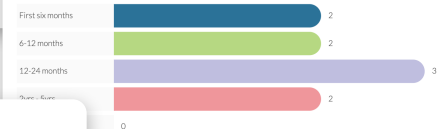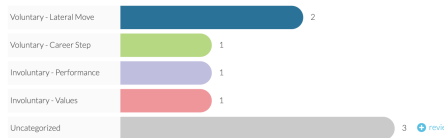
Want to see the other culture problems Motivosity solves?

More Culture Studies