



Lemonade 🍋 Stand

Culture Study



100% of users are being thanked



341 appreciations were given in the last Month



Managers give out an average **2.92** appreciations per day



965 appreciations are tied to a company value



"Motivosity has been really fun, especially for new members coming on to be able to instantly become a part of the team and feel recognized and appreciated."

Amanda Dunn,
Head of Culture

A Remote Team That is More Connected Than Ever

Lemonade Stand is a full-service digital marketing agency founded in 2012, and while their headquarters calls the Utah slopes home—they've got employees coast-to-coast. Using Motivosity, Lemonade Stand has found meaningful ways to connect with their remote team members and create a tight-knit team that is passionate about what they do.

In-House Recognition Just Wasn't Cutting it

Before using Motivosity's recognition tools, the team at Lemonade Stand tried creating and implementing a solution to connect their employees. Simply put—it just wasn't enough. Their leadership team decided they needed to bring in the best culture partner they could find.

Enter Motivosity.

Lemonade Stand uses Motivosity to show gratitude and connect their peers every single day. But they also go a step further by including their other initiatives and culture-building activities into the platform. Because almost 90% of their employees are active in Motivosity, garnering participation across the board has become easier and questioning whether or not employees will buy in to a new initiative is nearly non-existent.

"We were using Motivosity when we were really small and loved it. But we actually decided to do a couple things on our own. It worked horribly and we came right back to Motivosity because we realized we have to have this tool."

- John Rowa, President



"I feel like my manager and executives absolutely care about me. They make a point to reach out and tell me how much they appreciate what I do."

Braden McDonald,
Content Strategist





"My favorite part of working with Lemonade Stand is being able to interact with my team. Being able to be on a zoom call with them, the interactions I have during and after with them; every chance I have to interact with the team, I love it."

Caleb Andrews,
Web Designer

Employees Feel More Connected to Lemonade Stand and to Each other

Lemonade Stand prides itself on the tight-knit culture they've created and the values that they live by. The connection they have is palpable and it's inspiring to see so many employees genuinely live by their Build Then Bless initiative. Through the use of Motivosity, team members have been able to create more meaningful relationships with each other and bring Lemonade Stand's company values to life each and every day.

In fact, when describing Lemonade Stand's culture, employees said it's a 'squad', giving, fun, full of smiles, selfless, and so much more.

"Overall, relationships have improved because I've used Motivosity. I'm able to not only have fun interactions with people, but also give heartfelt appreciation for the things that they do."

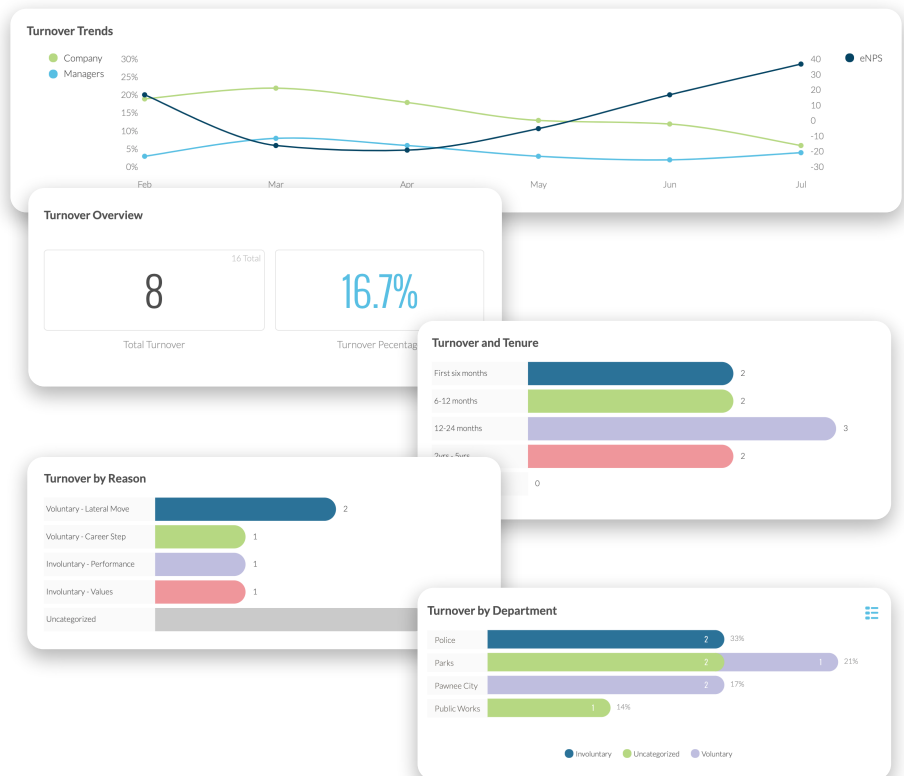


- Tyson Eyre, Web Developer



"Even though we live in such a connected world, sometimes there's so much disconnect, But Motivosity gives us the opportunity to connect on things that, frankly, we think are the most important—which is taking the time to recognize other people in their work."

Derek Miner,
Partner





"We chose Motivosity because we've always wanted to build a really strong culture built around gratefulness, kindness, and fun. Motivosity is a great tool to do all of those things."

**John Rowa,
President**

The Leadership Team Has More Visibility and Insight into Day-to-Day Interactions

When you're in a position of power, sometimes it might feel like you're out of touch with the everyday culture at work and what's happening on the ground floor of the company. Since using Motivosity, Lemonade Stand's leadership team has been heavily involved in connecting and recognizing their employees—company leadership and management average more appreciations sent in the platform than any other group of employees.

But, not only are they able to come off that lonely management island, they are able to see all the positive interactions that happen between team members every day. So instead of being out of touch, in the clouds, or the old unapproachable executive, leaders like Derek Miner and John Rowa are taking an active role in building Lemonade Stand's tight-knit culture of remote workers.

"One of my favorite things about Motivosity is observing what our team members are saying about each other. Especially in a remote environment, there's so many things happening behind the scenes that aren't in front of everybody's face, but there's so much amazing work that's happening, and often times—we don't see that."



- Derek Miner, Partner



Want to see the other culture problems Motivosity solves?

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