

Influence & Co. Grows Rapidly with Automated Employee Feedback

ABOUT

Influence & Co. is a content marketing agency that specializes in creating engaging content that fuels companies' content marketing efforts and positions their key employees as influencers in their industries. They handle everything from strategy to content creation, editing, and publication and have relationships with over 1,200 online publications.

INDUSTRY

Marketing agency

Influence&Co.

BENEFITS

- Prevents information bottlenecks
- Managers crowdsource great ideas across teams
- Employees prioritize project loads
- Saving money by avoiding costly meetings

Helping leaders quickly surface issues

In just 5 years, Influence & Co. has grown from a team of 2 to 80+ full-time and part time employees.

When co-founders Kelsey Meyer & John Hall were leading a team of 10, a weekly in-person meeting was sufficient to surface and address the most important issues facing the business. Once they hit about 15 employees, that meeting was no longer efficient or effective. They needed a tool to keep up with the flow of information.

“When a distributed team grows so rapidly, one of the biggest challenges that they face is in scaling communication in pace with company growth.”

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I don't know of another way we could have scaled the company and our internal communication without 15Five



KELSEY MEYER

*PRESIDENT & COFOUNDER,
INFLUENCE & CO.*



Passing information up the ladder

As they grew, Influence & Co. created leadership roles in different departments. With hierarchy in place, passing information up the ladder was critical to prevent information bottlenecks. Meyer now directly manages seven people, but information trickles up to her via her direct reports through 15Five's pass-up feature. For example, during an intern's first week she sent her manager a great idea that then travelled through the layers to reach the highest levels of management, where action could be taken.

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Department heads explicitly ask this question: What are you testing this week with clients? What's going well? Those responses are passed-up so the whole company can benefit from what an individual team learned.”

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Cross-team learning beyond the silo

Managers also take an active role in crowdsourcing great ideas from the team. For best results, they change up their weekly questions often, but this one is often repeated: “What's something in our industry that we should be covering in our content?” The head of marketing regularly pulls and exports a company-wide report with all of these answers, and the marketing team uses those ideas for inspiration in their brainstorm sessions. There have been situations where one account team tested an initiative with a client that worked really well, and 15Five prevents that learning from getting stuck in limbo.

Tracking goals and accomplishments

Team members who need help prioritizing their tasks or managing their time use the Goals & Accomplishments feature as a to do list. “Looking at priorities in weekly increments is really useful for the team and helps them to stay productive. Goals & Accomplishments also reminds them of all of the progress they made over the prior week.”



Saving money on costly team meetings

15Five allows for information to reach the right people automatically, rather than holding expensive weekly all-hands meetings. At an average of \$50 an hour for 80 people each week, that adds up to over \$200,000 in savings each year. “So many companies underestimate how difficult it can be to have transparent, effective communication with a team of 80 compared to a team of 10. I don’t know of another way we could have scaled the company and our internal communication without 15Five.”

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Not only do we save money by not paying 80 people to mostly sit and listen, but during that time, those people perform incredibly valuable work for our clients.”

KELSEY MEYER

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About 15Five

15Five is a continuous performance management solution that helps employees grow and develop, in just 15 minutes each week. Through a lightweight weekly check-in, 15Five delivers everything a manager needs to impact employee performance, including continuous feedback, objectives (OKR) tracking, recognition, 1-on-1s, and 360° reviews.

To learn more, visit www.15Five.com