

Staying Aligned with a Sustainable Mission, One Check-in at a Time



ABOUT

Rothy's is a lifestyle brand focused on bringing sustainable and stylish products to market. It launched in 2016 with women's footwear, and has since expanded its offerings to include bags. All products are made from marine plastic—Rothy's has transformed more than 60 million plastic bottles into its signature thread.

CHALLENGE

Rothy's used 15Five to help employees share feedback, clarify priorities, celebrate wins, and stay aligned with each other and the company's mission.

INDUSTRY

Fashion

ACTION

This rapidly growing lifestyle brand needed a way to scale its processes and culture while maintaining its commitment to sustainability.

RESULT

- Open communication.
- Aligned priorities.
- Increased peer recognition.

Sustainable Inside and Out

Rothy's is known for its focus on sustainability: All of its products are made from recycled plastic. But the company's commitment to sustainability goes deeper than that. "Sustainability is at the core of what we do in terms of how we make our product," explains Michelle Pulido, Vice President of People. "But it's also one of our core values in terms of how we work with each other and what's important to us, sustainability in terms of work-life balance."

As Rothy's grows, expanding its offerings to include bags as well as shoes and onboarding new employees weekly, the company is faced with the challenge of scaling its processes and culture while also maintaining its sustainability focus. "One of the challenges of a company like Rothy's is that we're growing very quickly," says Michelle. "How do you make sure that there's alignment and that people are focused on the right things?"



Making Sure Everyone Has a Voice

ROTHY'S 15FIVE FEATURES

- ✓ Check-ins
- ✓ High Fives

15Five enabled Rothy's to ensure that every employee continued to have a voice as the organization grew. "For some people, [speaking up] is easier to do in a weekly Check-in than it is in a weekly all-hands meeting," explains Michelle. "So having various forums for people to share their voice is important." 15Five Check-ins give employees a chance to speak up and give managers an opportunity to take the pulse of their teams and plan strategies to address any concerns.

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Sometimes on Friday it's hard to even remember what Monday was like. And so just carving out that time to reflect ... is super important and a really valuable aspect of the 15Five platform.”

Check-ins also help make sure teams are aligned and focused on the right things. "Being able to articulate your priorities week over week and get your manager to sign off on those or recognize [how priorities have changed]—it's another way to make sure that we're all marching towards the right goal or objective," says Michelle.

While teams find the Check-ins helpful, High Fives are the most popular 15Five feature at Rothy's. Employees like High Fives because they let them share positive feedback publicly, so the whole company can celebrate wins together.

REMOTE WORK

15Five also helps Rothy's teams when they're working remotely. Michelle says that the biggest challenge with remote work is figuring out how to keep everyone connected. When a team works together in an office, it's easy to drop by a coworker's desk, but in a remote work situation, "if you don't put the effort out there, if you don't put time on the calendar, it's not going to happen."



MICHELLE PULIDO
VICE PRESIDENT
OF PEOPLE

15Five has helped Rothy's remote teams stay connected and enabled leadership to take the pulse of how employees are feeling.

FINDING THE RIGHT SOLUTION

For Rothy's, choosing 15Five was an easy decision. "One of our previous leaders had used



it before and felt like it was a really helpful tool,” explains Michelle. She’s been impressed with 15Five’s customer service:

“[They’ve] been so responsive, so willing to share best practices and insights behind the tool and how the product is evolving.”

Putting the Focus on Individual Development

15Five’s simplicity is one reason that Rothy’s employees were quick to adopt it. “Nobody wants some onerous process,” observes Michelle. But a simple, user-friendly product that only takes 15 minutes was an easy sell.

As for Michelle, she appreciates that 15Five is forward-looking and focused on each employee’s individual development:

“It’s so refreshing for someone like me who has a lot of experience with old school performance management tools that are definitely backwards-looking and more score-based. That’s not what employees today want—they want to focus on their development and have those conversations with their managers.”



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