

TechStyle Executives Use 15Five for Over Five Years to Take a Continuous Pulse of Their Fast Growing Organization

TechStyle Fashion Group

ABOUT

TechStyle (formerly JustFab Inc.) has become one of the fastest growing e-commerce companies in history. Together, their four portfolio brands, JustFab, ShoeDazzle, Fabletics, and FabKids provide over 4.5 million VIP members with on-trend fashion at an exceptional value.

INDUSTRY

e-Commerce

BENEFITS

- Streamlines internal communication during periods of rapid organizational growth
- Allows executives to hear great ideas and problems from the entire organization
- HR collects employee feedback that informs curriculum for employee trainings
- Helps manage remote employees by collecting and aggregating team-wide data
- Pass up ideas, information, and suggestions to senior leadership

Growing with 15Five

TECHSTYLE'S 15FIVE FEATURES

- ✔ Check-ins
- ✔ 1-on-1s
- ✔ High Fives

TechStyle is one of 15Five's oldest customers, having originally signed up in August of 2012, just months after 15Five launched. Since then, both companies have grown, with 15Five expanding from a simple feedback tool to a complete multi-feature performance management platform.

TechStyle has utilized 15Five for many years as they've expanded their business and employee

population, moved into different markets, and introduced different functions into the company. In April 2014, after a 12 month growth spurt where TechStyle added hundreds of employees, multiple business units, and major shared service areas, it became impossible for CEO, Adam Goldenberg, to spend time with each department to have a "good pulse on the organization".

At that point Adam shared with the rest of the company leaders that they have a proven business model that can scale tremendously, and that TechStyle's success was dependent on execution and remaining a fast moving, healthy,



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ADAM GOLDENBER
CEO

entrepreneurial organization; “I strongly believe that 15Five is a tool that will help us achieve that success. For me personally, it is the ONLY way I can hear great ideas and problems from the entire organization. I strongly believe you will be better executives if your teams use this tool.” Adam made it a top priority (and company requirement) to use 15Five for the next 12 weeks to determine if TechStyle wanted to take their usage company wide.

After 18+ months with 15Five, TechStyle was reaping the following benefits:

1. Employees feel heard and more engaged. They have the opportunity to contribute based on their unique skills, abilities and perspectives.
2. Managers stay informed via an effortless weekly snapshot of the team.
3. Managers save an enormous amount of time gathering and escalating feedback from their team.
4. The entire company stays in the loop with what’s most important.

Learning and Development

Today, over 900 TechStyle employees use 15Five. Malory Katz, Talent Development and Engagement Manager, has overseen the usage of 15Five on the entire team since early 2016. She uses the software to support manager/employee communication and engagement, and to collect data to support learning and development efforts.

TechStyle offers many skill building workshops and manager trainings for their employees. Recently, Malory’s team assisted one of their internal subject matter experts with an Excel training series. They used 15Five to pulse employees to determine the level of interest in the training and the desired topics to cover. Malory’s team used that feedback to help build the curriculum.



The ability to ask company-wide questions and run analytics on the responses is also very useful. Employees were recently asked through 15Five:

- **What would you like your leader to bring back from the upcoming leadership development summit?**

Those responses were printed onto posters that adorned the walls of the physical space at the summit. The direct feedback from their teams supported leaders throughout the summit and served as a reminder of the importance of bringing relevant content back to their teams.

Not only did employee feedback inform the conversations at the summit, but leadership was able to follow up to see if what was discussed made it's way back down to employees. Malory also used 15Five to ask a pulse question:

- **Has your leader brought back the content from the summit to the team yet?**

This data was later used to encourage and remind teams to continue cascading that information.

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15Five is a digital touch-base between managers and employees with added social features to have your voice be heard in various capacities. You can have a back and forth with your manager every week and responses can be passed along to other teammates or internal stakeholders. It has a social media aspect, where you can @ mention other people and bring them into the conversation.



MALORY KATZ
TALENT DEVELOPMENT

Data-driven Programs

Like most HR managers, Malory needs to ask employees frequent questions to determine how to proceed with a development or engagement initiative. TechStyle is also incredibly data driven and easy, quick access to data about their people

is incredibly valuable. Survey fatigue can be a huge issue when collecting information from employees. In many companies, managers are lucky if they get a 40-50% engagement rate on a survey.



15Five helps alleviate survey fatigue because employees are filling out their 15Fives every week anyway. This doesn't add to the burden of what they need to do, and helps her team get the data they need for various people-focused initiatives and projects.

Instead of asking a 35 question survey that's going to take 20 minutes and people will give up thinking it's a waste of time, asking one question

each week let's her collect and aggregate vital data over time.

15Five allows Malory and her team to collect the data that they need to build programs that actually solve the right problems. They could have developed the recent Excel training without input from employees, but then it's not actually addressing employee needs and desires.

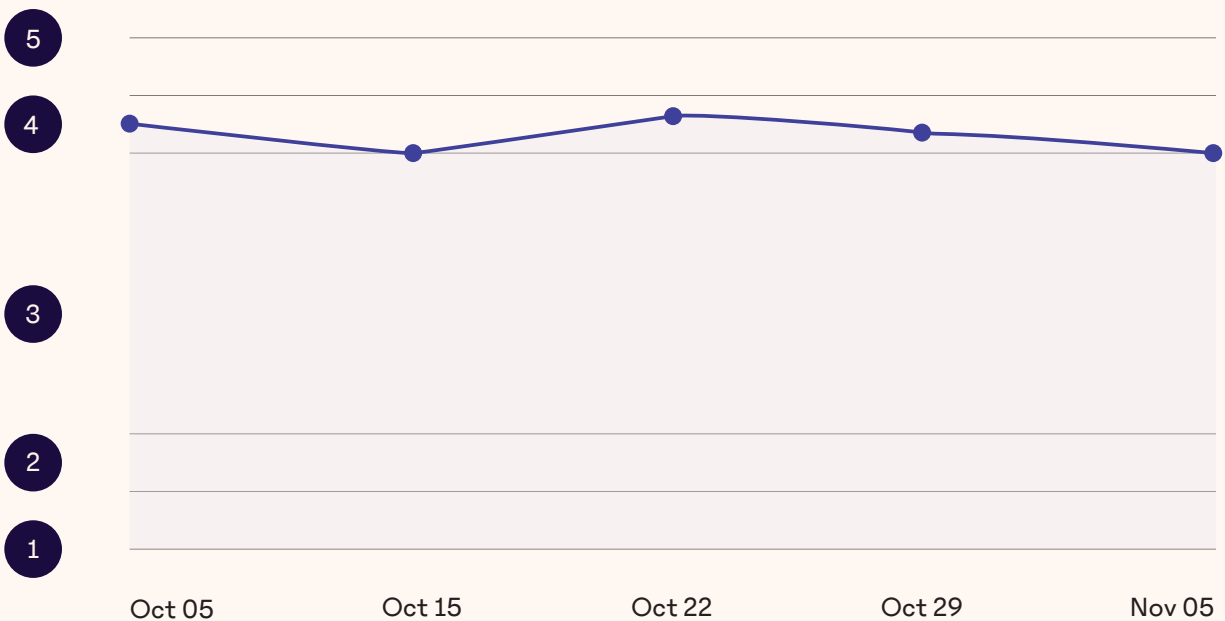
Remote Management

Once a company grows large enough to have multiple offices, managing someone remotely when you don't see them every day is challenging.

How are you feeling?

Average answers from Oct 08 - Nov 11

Average: 4.2



For example, Malory is in Los Angeles and manages someone in their fulfillment center in Kentucky. 15Five allowed her to communicate, despite the geographic disparity.

15Five offers group functionality, so not only can managers review individual employees but they can create a different group for sales, marketing, development...etc... Managers use that feature to get information on the status of team-wide projects.

This feature also helps with the collection of team-wide data. When Malory takes a pulse check of the entire team by asking “How are you feeling?” on a 1-5 scale, that’s a meaningful data point. Malory pulls custom reports or looks at the dashboards to see how to proceed.

For example, if the entire team is averaging a 2, that’s an opportunity to dive deeper into what’s going on.

Passing Information Up the Rungs

TechStyle’s mission statement is to be the most innovative and admired fashion company. Innovation always starts in the form of an idea. 15Five is a forum to share ideas and have them raised in a convenient way.

Some people talk to their managers on a daily basis, so offering feedback through 15Five every week may seem redundant. However the software comes with a pass-up function and efficient data collection so that employee voices are heard in more than just their relationship with a direct manager.

Sometimes in a verbal discussion, Malory will instruct her direct reports to record what they shared in their 15Five that week so she can pass it up. She leverages the tool as a way to pass up a concern or suggestion to her managers, that may otherwise get lost.

One of the top themes from The Society for Human Resource Management’s latest Employee Job Satisfaction and Engagement Report is Trust & Communication Between Employees & Senior Management. That was one of the top three factors influencing employee satisfaction and engagement in the thousands of companies they polled.

Like in many large companies, not every TechStyle employee has direct access to their executives. 15Five is a great application to get ideas, information, comments and suggestions up to the senior leadership level, a group that’s really busy and has many high priority items.

There are people who (regardless of their level) get an opportunity to interface with the C-suite via 15Five. They wouldn’t ordinarily have that opportunity due to the nature of their role.



There's something engaging and rewarding about getting direct feedback from the CEO, especially at a large company. Adam sees all of the ideas and innovations that get passed up, and the employees who receive his feedback also feel a boost in morale.

TechStyle has a strong culture of feedback and open dialogue. One of their beliefs as a company is that communication and transparency are important to the success of the business. 15Five helps them communicate openly and at a cadence that is in sync with their fast pace of growth.



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