



Printer's Ink

Fall, 2015

DESIGN • PRINT • MAIL



THREE COMPANIES WITH A SUCCESSFUL CULTURE

The term “corporate culture” once conjured images of strict dress codes and cutthroat workplace competition. Today, company culture is almost as important as paychecks and perks and is rapidly emerging as a key factor in building a brand, attracting customers and winning the war for talent.

Here are three companies that take their culture very seriously.

ZAPPOS. This online brand has become almost as well known for its culture as the shoes it sells. It starts with a cultural fit interview, which carries half the weight of whether the candidate is hired. New employees are offered \$2,000 to quit after the first week if they feel like it's not a good fit. Basically, Zappos hires according to cultural fit first and foremost, ahead of experience and skills.

TWITTER. Rooftop meetings, friendly coworkers and a team-oriented environment have inspired praise from several employees of this social media giant. Workers get free meals along with yoga classes and unlimited vacation time. But they rave about being part of a company that's making a difference, and there's a sense that no one leaves until the work gets done.

SQUARESPACE. This successful startup is regularly voted as one of the best places to work in New York City. Its company culture is one that is “flat, open and creative,” meaning there are no (or very few) levels of management. Squarespace offers robust benefits, including 100% health insurance coverage and catered meals, but direct access to management is what has employees excited about their jobs.

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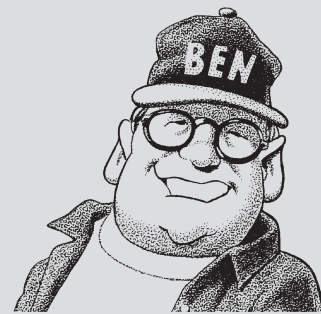


From the desk of Dave Baker

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Dave



Ben Holden Says...

Most quarrels, like muddy water, will clear up if you don't keep stirring them up.

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Two cars collided on a curving country road. The drivers got out and exchanged information in a gentlemanly way. Then one driver took out a flask and said, "Look, fellow, you seem pretty shaken up. How about a drink to steady your nerves?"

The other man took a big swig and asked, "Aren't you going to have any?"

The other driver responded, "Not now. I'll wait until after the police get here."

...

The shortest words, "yes" and "no," require the longest thought.

...

Smiles and good humor are the seasonings that make everyday living taste better.

...

It seems like today's teenagers will have a hard time telling children of their own what they did without.

...

No one tests the depth of a river with both feet.

...

If you learn to chuckle at your mistakes, you will seldom be short of laugh material.

...

There's a difference between school and life. In school, you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson.

SEVEN COMPANIES THAT ARE MAKING MEETINGS BETTER

Work meetings may be considered a necessary evil, but what if you could make them a force for good? Some companies have taken steps to increase the value of their meetings and get employees excited about gathering together.

Here are five ways to revolutionize your staff meetings.

- 1. Make them memorable.** Employees of software company TINYpulse rarely forget a meeting because they start at unusual times. For example, the company's daily staff meeting begins at 8:48 a.m. This practice has eliminated tardiness almost completely, according to the company.
- 2. Make them effective.** Brivo, a security management software provider, keeps meetings on point with its "no rehash" rule. Employees can raise the "no rehash" Ping-Pong paddle when the conversation gets redundant. This keeps discussions moving forward instead of stuck in endless chatter.
- 3. Start them on time.** At the Inquisition division of Cvent, employees are rarely late to meetings. That's because they've instilled an unusual punishment: Latecomers must sing in front of the group.
- 4. Make them fun.** Every Thursday, baby food manufacturer Plum Organics gets out coloring books and holds a brainstorming meeting where staff members color and talk. At mobile game publisher Genera Games, employees attend meetings while shooting hoops on the basketball court. Experts say active meetings keep people engaged as well as foster creative thinking.
- 5. Make them short.** At O3 World, a digital design and product development agency, they have technology called a Roombot that signals when it's time to wrap up and dims the lights at the end of the meeting. Business development consulting firm Just Fearless sets a 30-minute time limit for meetings. Founder Kisha Mays says if the meeting runs long, the chairs are removed and everyone must stand until the end.

THREE REASONS YOUR SOCIAL MEDIA MARKETING ISN'T WORKING



Social media has been the buzzword in online marketing for a few years, but many small businesses would admit they haven't seen the results they're hoping for. If it feels like you're spinning your wheels on Facebook, Twitter, Instagram or other social networks, here are a few reasons why your marketing efforts may be stuck.

1. You're still trying to do it for free.

Facebook earned approximately \$12.5 billion in 2014, a large portion of which came from advertising. This is because Facebook drastically lowered the percentage of ads that can be viewed organically (for free). For business owners, this means that

if you want to use Facebook as a marketing tool, you must fork over some cash. The good news is, even small advertising budgets can have significantly large returns.

2. You're trying to push instead of pull.

Some companies still think social media is an easy way to advertise their products and services to a large number of prospective buyers, but businesses are quickly unfollowed if they get too salesy. For social media marketing to work, you can't push your products. You have to win people over by making them like your brand—less selling (pushing), more engaging (pulling).

3. You're trying to do it all. The top 10 social networks collectively boast approximately 2.2 billion people as unique monthly traffic. Given this impressive statistic, it's only natural to want a piece of that pie on each of those networks. However, it requires a lot of time and energy to be consistently present on even just one site. For best results, find one or two networks where much of your audience congregates, and focus on sharing relevant content. Don't spread yourself thin.



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