

# SUCCESS STORY: STOREDTECH



*Technology company hires and retains staff through consistent focus on its culture*

To compete for talent and grow sales, this technology company needed a way to stand out. An intense focus on organizational culture and intentional hiring practices support steady annual growth.

## Business Results

- More than doubled staff
- Successfully integrated culture of acquired company
- Reduced turnover from 50% to 25% (well below industry norms)
- Significantly improved interpersonal communication
- Grew revenue from over 370%
- Best Places to Work winner 2022 & 2023



CultureTalk Partner: Lighthouse Advisors

## Challenge

Turnover in technology is a constant struggle. And difficulty recruiting top-notch engineering and sales talent often becomes a limiting factor for growth.

To meet revenue goals, the CEO of StoredTech knew he would need to be vigilant about developing and maintaining a distinct organizational culture and brand and attracting the best-fit candidates to join his team.

## Approach

- Two culture audits were undertaken; the first was used to develop the brand; the second uncovered cultural differences at a newly acquired firm, which enabled the two cultures to be successfully integrated.
- Individual team members create personal CultureTalk profiles. They engage in ongoing dialog and strategy sessions to reinforce the importance of the company's culture and the relationships between colleagues.
- Recruits take a CultureTalk for Individuals Survey before their second interview.

## Outcomes

StoredTech's leaders and staff employ the Archetypal language and patterns of CultureTalk to reinforce desired behaviors, call out ideas that don't fit in, and support engagement at every step of the employment journey. Their internal Jester culture is intentionally cultivated to lighten an otherwise crisis-filled business driven by constant client demands.

Behavioral interviewing practices identify candidates who will thrive in their unique environment, helping the company avoid mis-hires and increase retention.

### CultureTalk Solutions Employed:

- CultureTalk for Organizations Surveys / Culture Audits
- CultureTalk for Individuals Surveys
- Annual Strategic Planning Sessions
- Behavioral Interviewing Processes / Culture Orientation
- Culture Conversations / Tip Sheets / Profiles in staff directory

### Archetype Patterns Identified in Organizational Culture



*"The CultureTalk profiles helped me to hear and understand the strengths of my team in a new way. I thought I needed to look outside for our next leader. It turned out he had been working in our department all along." | Mark Shaw, CEO, StoredTech*