



Tradedoubler
CONNECT & GROW

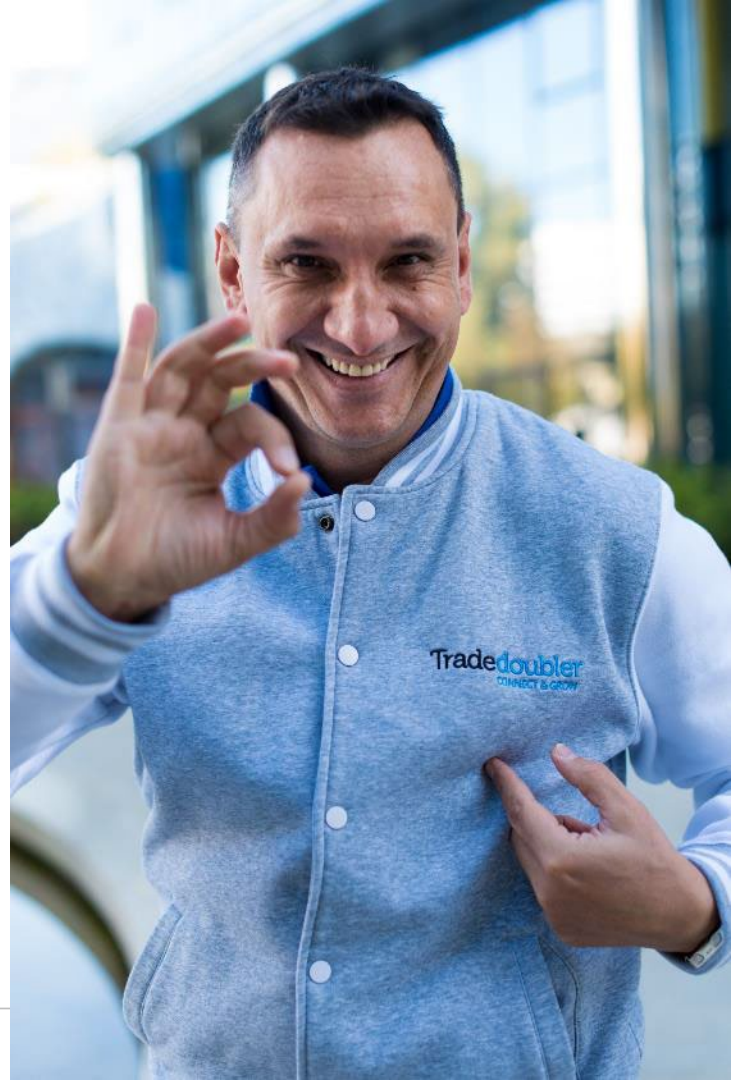
Less Is More 

Global Healthy Workplace Awards 2022

8-9 November 2022
Łukasz Szymula

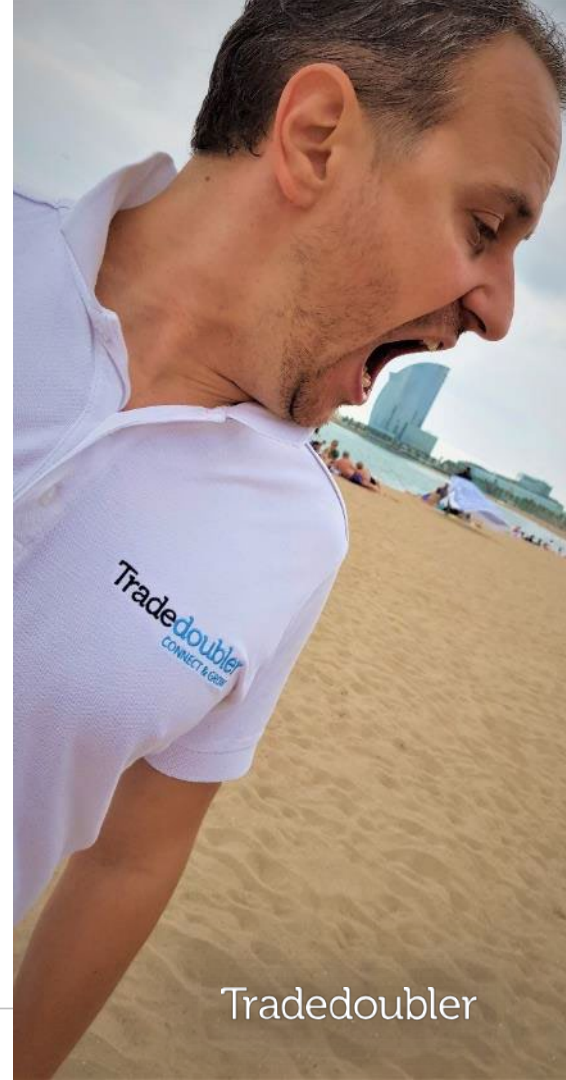
About me

- Country Manager Poland/CEE at Tradedoubler Poland
 - Leader in well-working and accountability culture
 - "Shortening" the distance between reason and heart
 - Sense-maker
 - Certified coach, mentor and business trainer
 - Wreck and cave diver
 - Dad and husband 💖
-



About Tradedoubler

- Swedish company, operating throughout the EU, LATAM and APAC
- Almost 20 years of activity in Poland and CEE
- Revenues > USD 40 million
- Digital marketing and technologies
- Pioneer and leader in digital performance marketing
- A team of high-calibre experts (100% employment contract)



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Program foundations

Management by individualization

Individual training budgets

Program for mothers returning to work

Coaching and accountability culture

Mentoring program and reverse mentoring

Company core values

Interpersonal trainings

Resilience

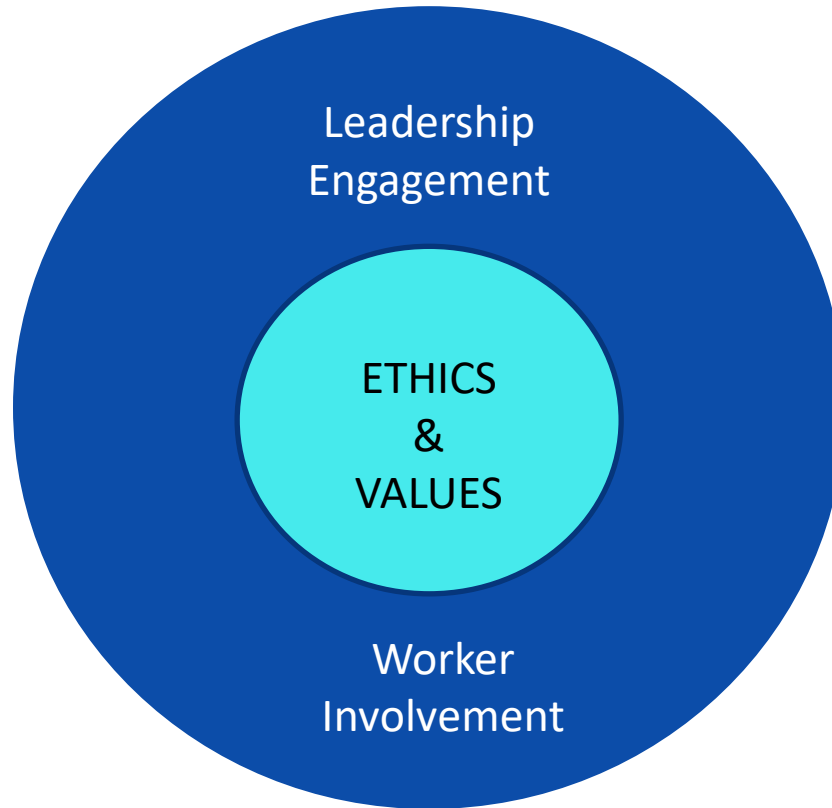
High ethical standards

Well-work program

Empathy in business

Anti-discrimination policy

Program foundations



What is the most important benefit related to a healthy workplace?...



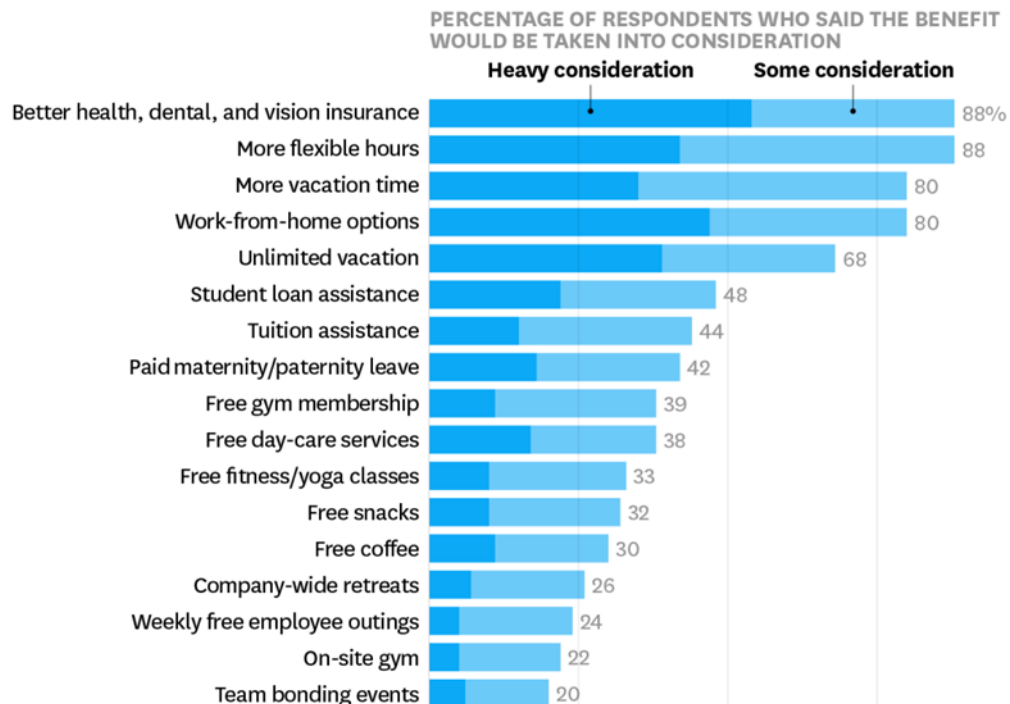
It is... TIME



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Which Benefits Are Most Valued by Job Seekers?

When choosing between a high-paying job and a lower-paying one with better benefits, respondents said health insurance and flexible hours might tip them toward the latter.



SOURCE: FRACTL SURVEY OF 2,000 U.S. WORKERS

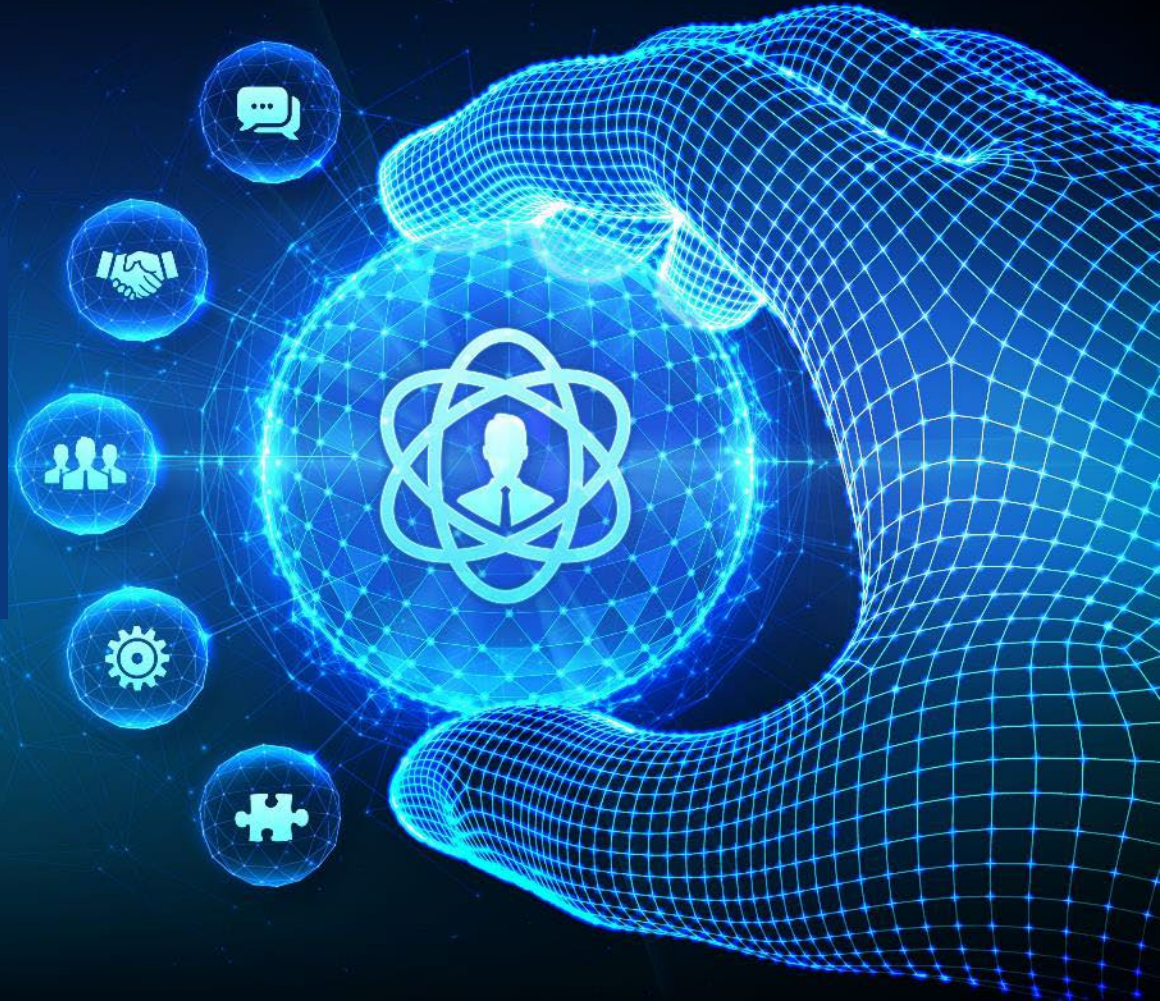
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Shorter working hours - a biological necessity

- Working more than 8h a day is associated with **poorer overall health** and a **40% higher risk** of heart disease or stress-related illnesses
- Long working hours cause fatigue, stress, headaches and cardiovascular disorders
- Some studies indicate that working more than 8h a day is as harmful to health as smoking



As a result, a culture
of well-being and
accountability is
becoming a benefit





- Project -



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Objectives

- A Accountability culture
- B Culture of well-work and well-being
- C Sense of purpose
- D Employer branding



Less Is More Policy

- 6-hour working day
- Fully **flexible** working hours
- Unregulated, **hybrid** working model
- Teams decide on the form of hybrid work



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Less Is More Policy

- **Increased paid annual leave** depending on length of service
 - **Sabbatical leave** - up to 60 days, paid at 60% of salary
 - Ban on internal meetings 9-10 and after 15
 - Duration of internal meetings max. up to 30 min
-



Less Is More Policy

- Retention of all benefits
- Non-reduction of remuneration
- Making the bonus system more attractive
- Non-expansion of employment resulting from reduced working hours



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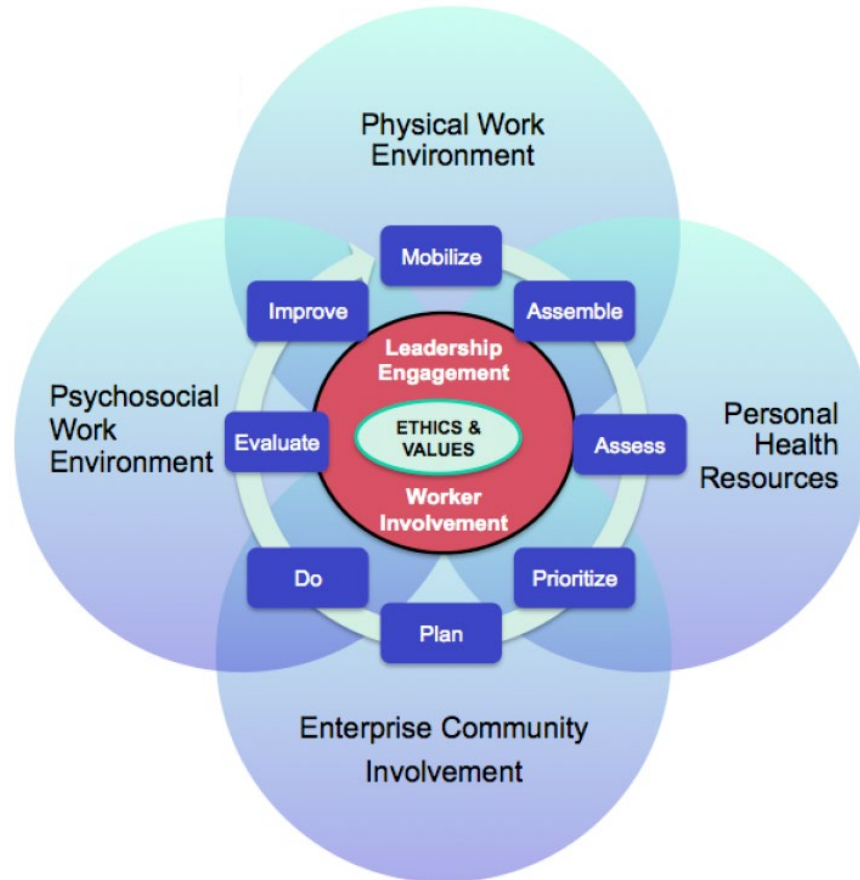
This is not a project of reduced working hours. It is an organisational transformation project that results in reduced working hours and thus a better wellbeing, culture of responsibility and sense of purpose for Employees

KPIs in an "evidence-based" model

KPI	Benchmark	Period	Source
EBITDA	Quarterly budget	Quarter	Financial report
Gross margin	Quarterly budget	Quarter	Financial report
Sales	Quarterly budget	Quarter	Financial report
Engagement survey	Total potential: >4.3	Annually	IC Potential / Eletive
Engagement survey	Engagement Index: > 4.17	Quarterly	Gallup Q12
NPS (customers and partners)	NPS score: >26	Annually	Satisfaction survey
eNPS (Employees)	eNPS score: >50	Annually	Satisfaction survey
Staff retention	Retention index: >90%	Semi-annually	Personio
Number of sick days	Days/month <10	Semi-annually	Personio



Process



World Health
Organization

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Communication and process

- Audit of team, organisation, culture, processes and engagement survey results
 - Development of transformation objectives
 - Presenting a direction for change to the whole team **without concrete solutions**
 - Conducting several workshops involving **all staff** - project leader as facilitator
-



Communication and process

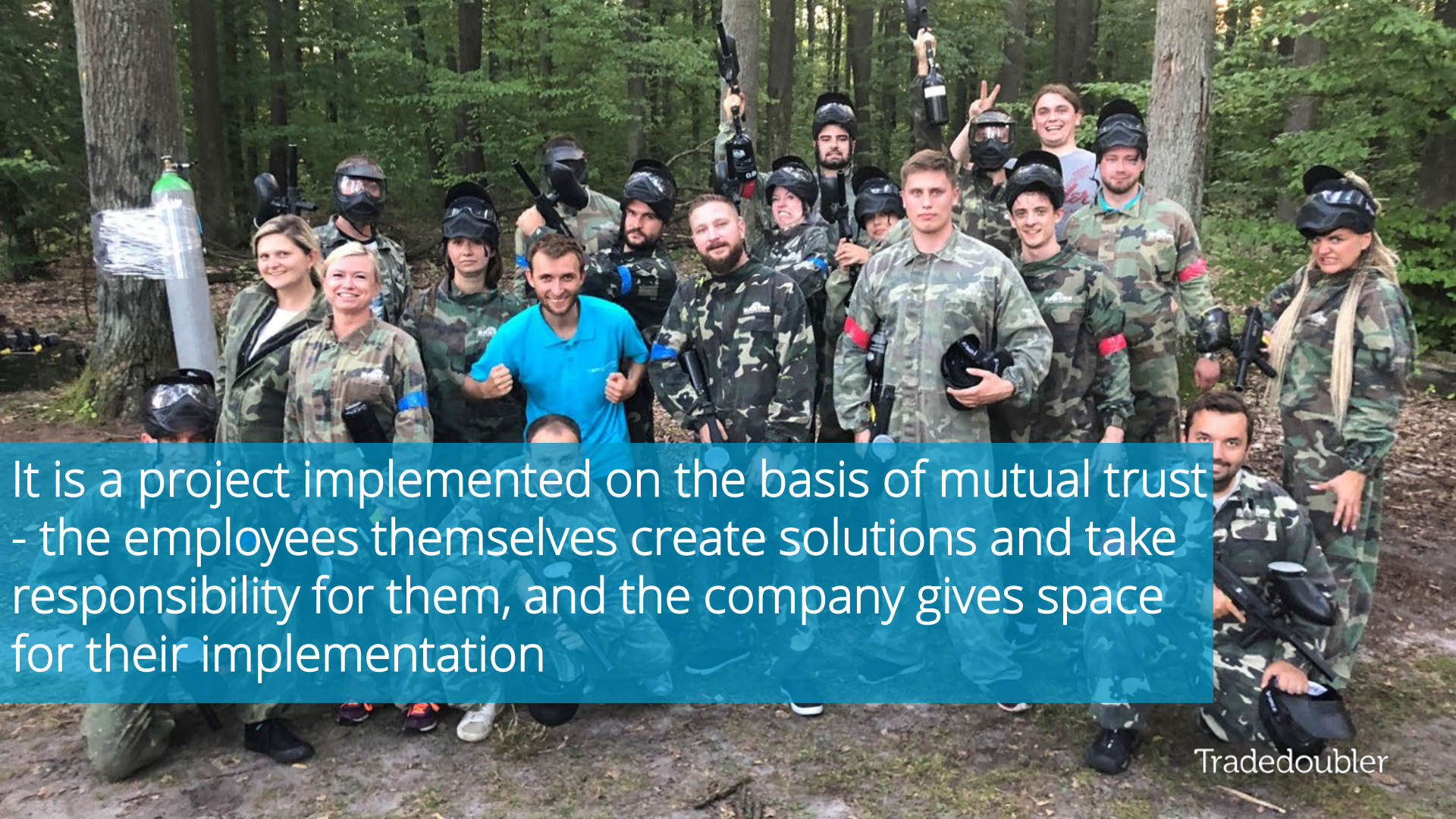
- Research phase I - 2 months (7h working day)
- Research phase II - 4 months (6h working day)
- Start of the project
- Regular recalibration and workshops
- Analysis of key indicators
- A continuous process of generating new ideas



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I don't know...



A group of approximately 15 people are posing for a photo in a wooded area. Most of them are wearing green and black camouflage jumpsuits and black paintball masks. Some are holding paintball guns. One man in the center is wearing a bright blue polo shirt. They are all smiling and looking towards the camera. The background consists of tall trees and dense foliage.

It is a project implemented on the basis of mutual trust
- the employees themselves create solutions and take
responsibility for them, and the company gives space
for their implementation



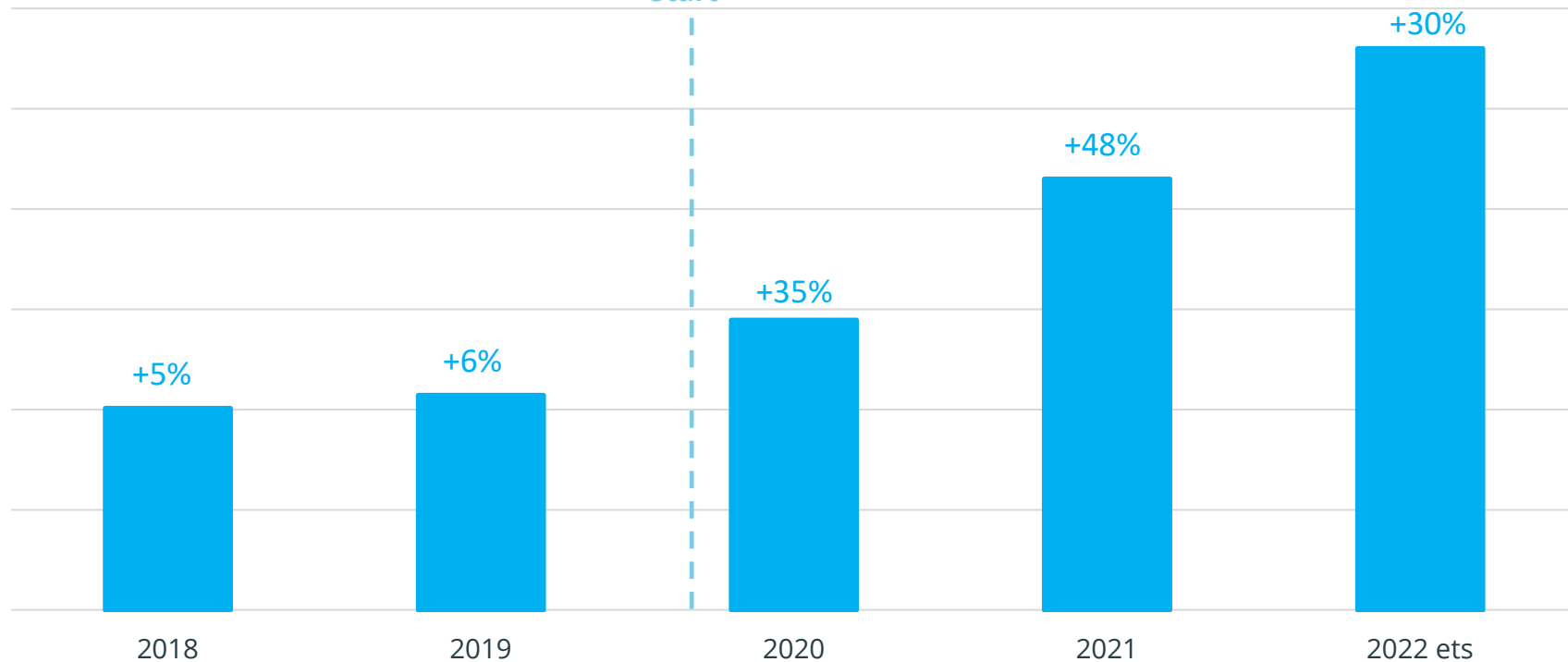
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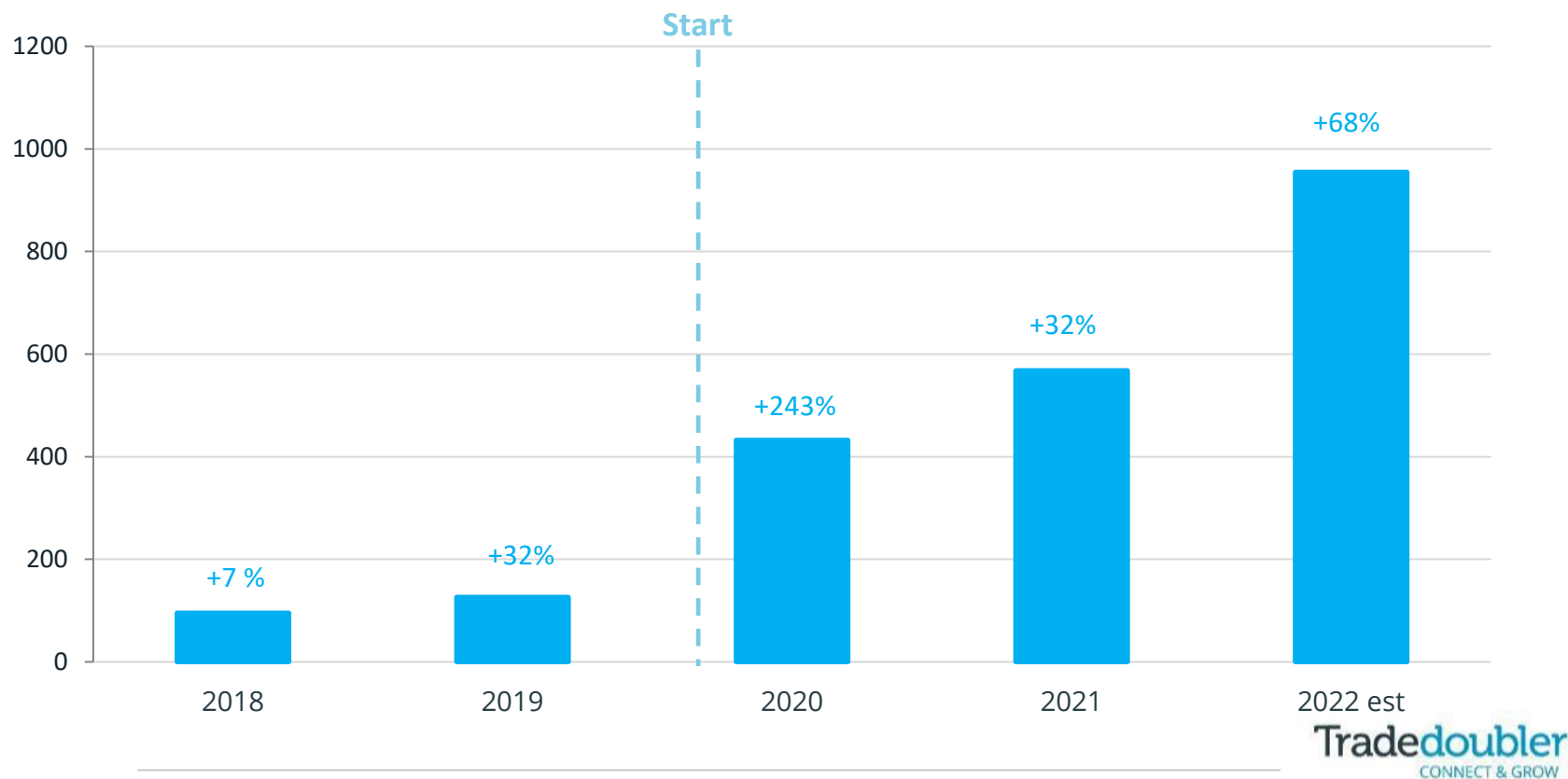
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EBITDA

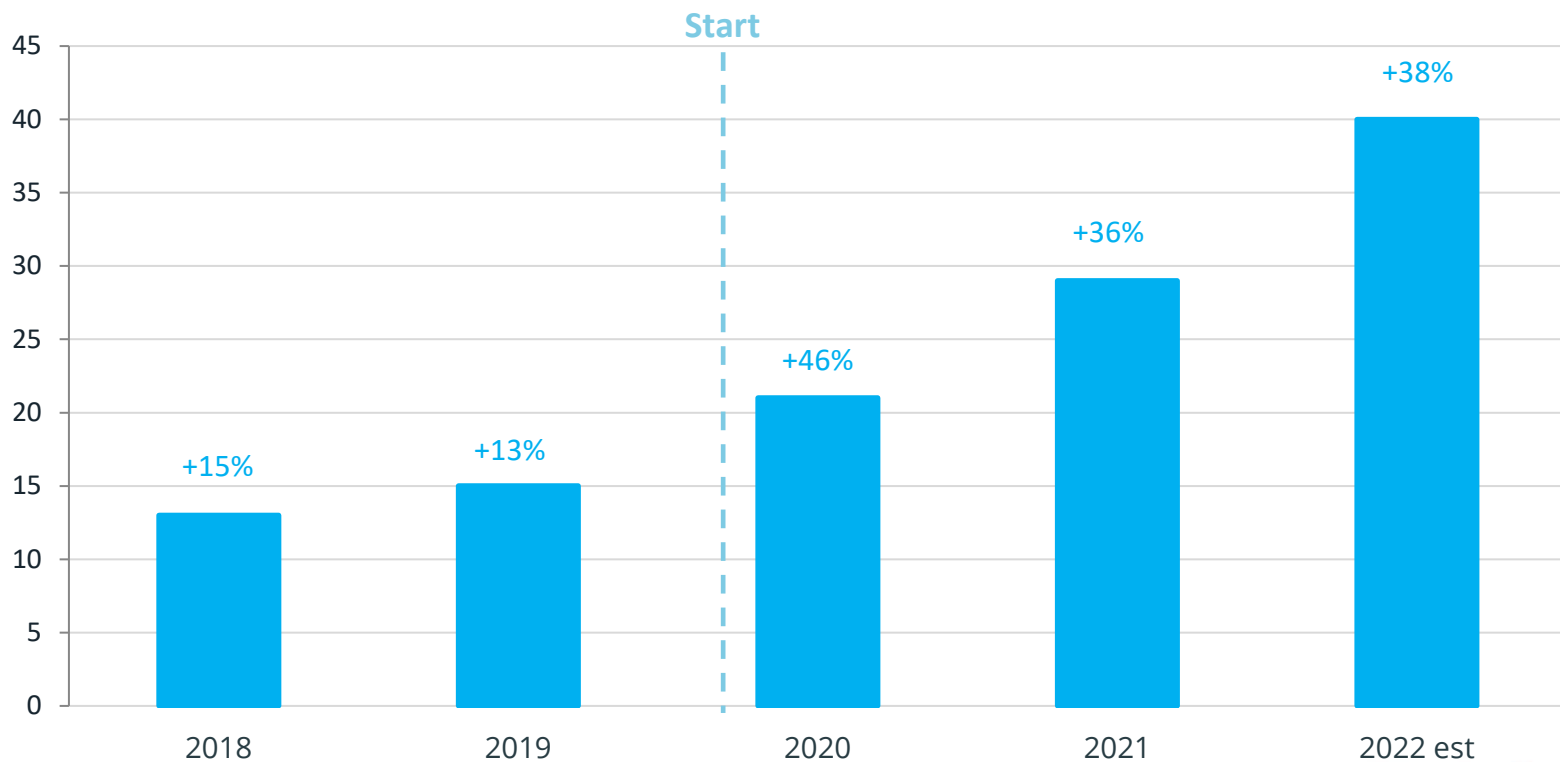
Start



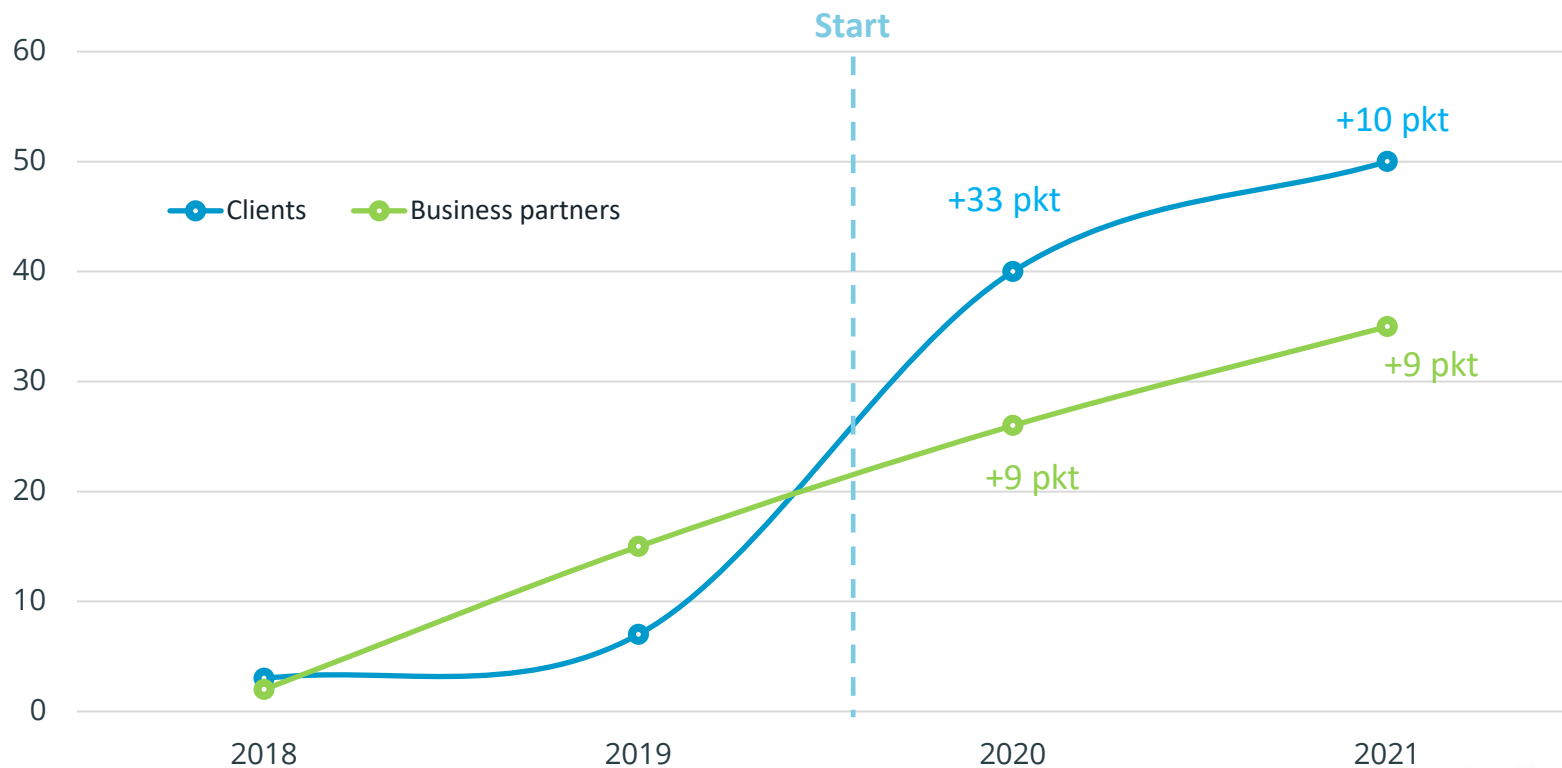
Order Value (mln USD)



Revenue (mln USD)



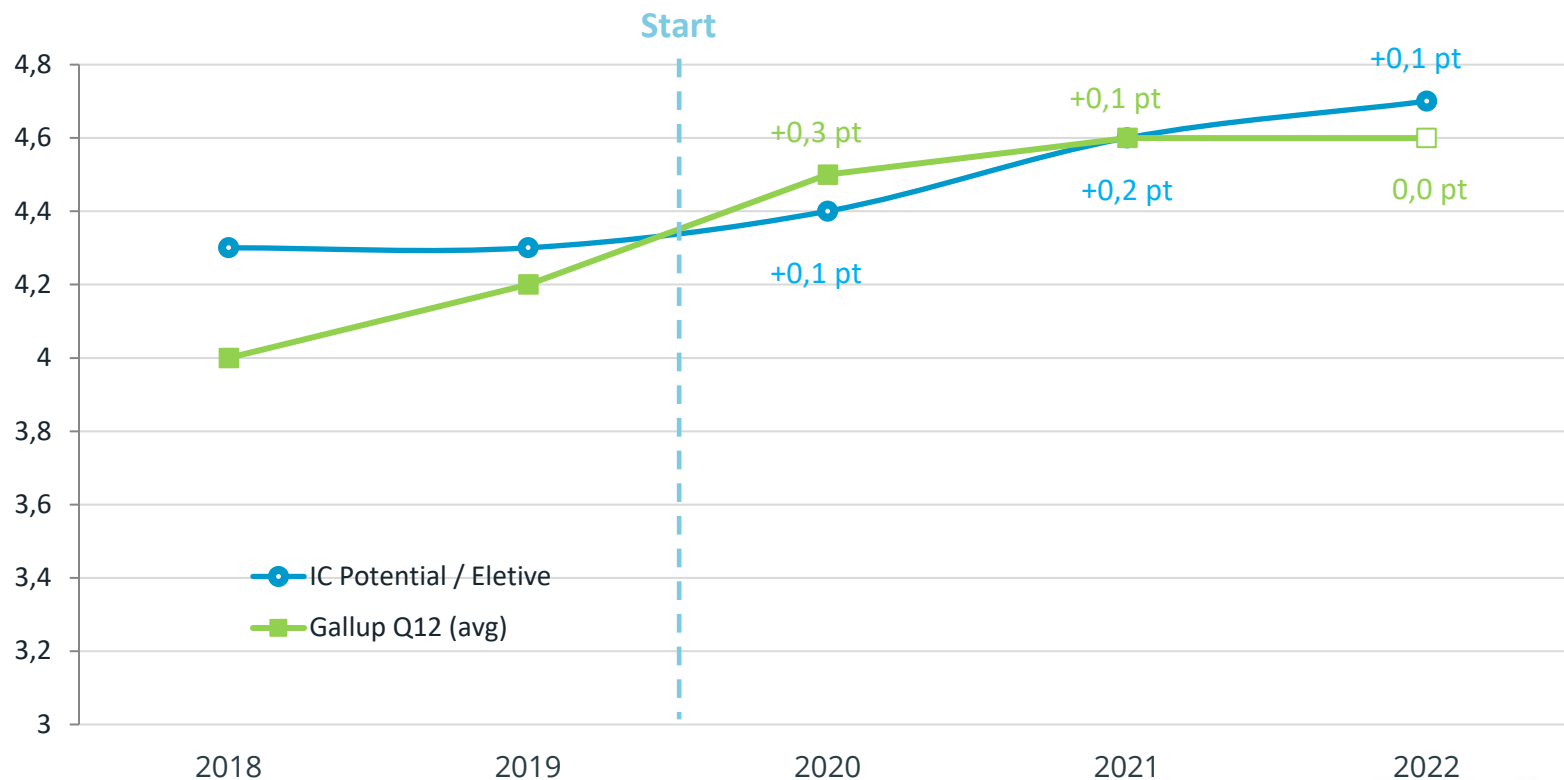
NPS



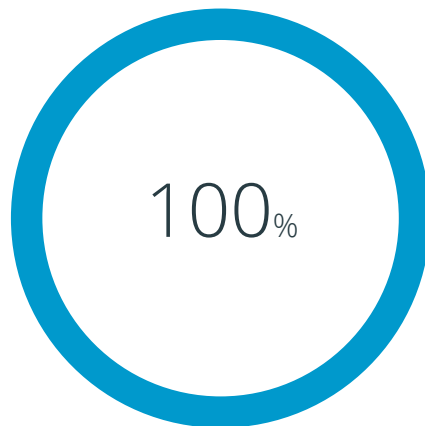
Tradedoubler Poland



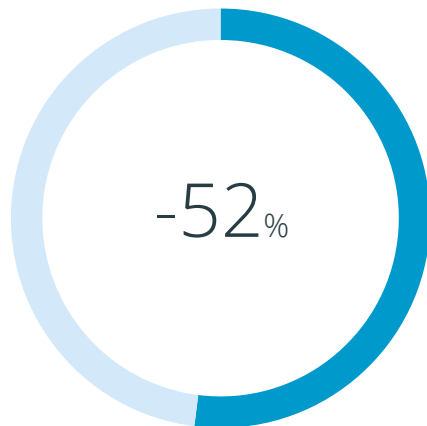
Engagement index



Staff retention

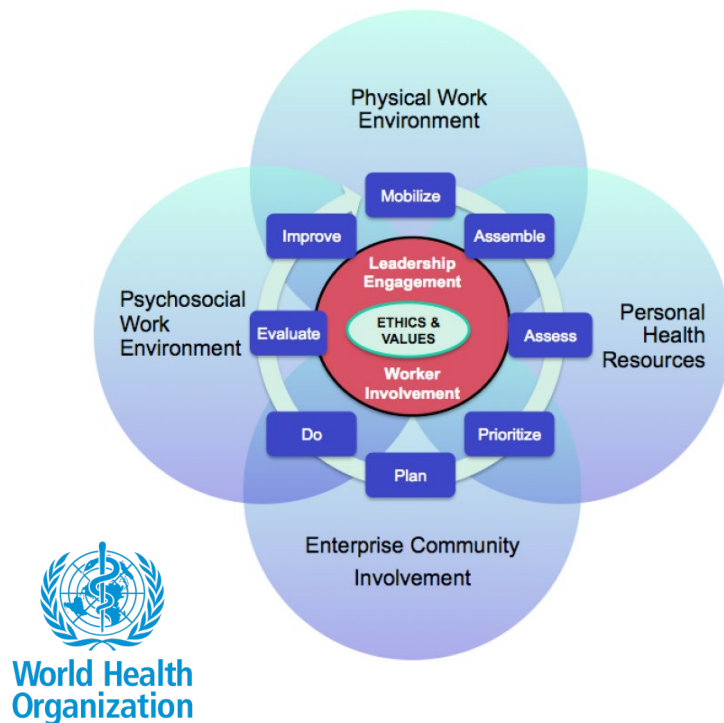


Number of sick days



Great results

Tradedoubler Engagement Survey



Questions at area level	How important	How well	
1. Psychosocial work environment	4.8	4.6	-0.23
2. Work and development	4.7	4.4	-0.23
3. Organization and information	4.6	4.5	-0.13
4. Physical work environment	4.6	4.5	-0.09
5. Company culture	4.7	4.6	-0.05
6. Leadership	4.6	4.6	-0.05

Top employer



We turn TARGETS into
**A SENSE OF
PURPOSE**



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Imagine working 6h a day....



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Thank you

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