

# Organizational Behavior Project

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# AGENDA

- Client Background
- Situation, Complication and Questions
- Importance of Culture as a driving force
- Answers & Recommendations
- Next Steps
- Summary

# CLIENT BACKGROUND

- Founded in 2016 by two UT Dallas students
- Initial idea - To keep the students at UT Dallas informed about the events and happenings on campus
- Now grown into a platform to build & engage campus communities, and help in connecting brands to students & University communities
- Client uses Artificial Intelligence technology to get data about events, influential student clubs and happenings at University campuses to create self-sustainable communities across US

# SITUATION

- The client is a fast growing start up and with limited seating space in office
- Majority of the workforce comprises of college students working as Interns
- Interns work as per their academic schedule and their work schedule depends on class timings, exams and other factors
- Interns have a learning curve for development work, client's ways of working and reporting structure
- Interns work for the client for a short period and there is little or no knowledge transfer (mostly with documentation)

# COMPLICATIONS

- Being a start up, the client faces the following complications
  - Work assignment and keeping track of it
    - Currently work is assigned to teams (as paper handouts) as part of 15 days sprint cycles
    - There is no standard Ways of Working (WoW) for the team members to report back on progress
  - Knowledge Transfer & Documentation
    - Currently there is little to no documentation of the assigned and/or completed work.
    - This makes knowledge transfer and handover very difficult, given that intern turnover is very high
  - Motivation of Employees
    - Keeping the interns committed and motivated to the work is challenging for the client
    - Specially when most of the interns do not get paid for the work they are doing

# QUESTIONS

- Visibility of Work

- How to efficiently enable work transparency across the organization?

- Knowledge Management

- What is the most effective way of creating, sharing, using and managing information across the organization?

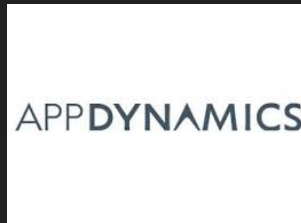
- Motivation

- How to keep the employees motivated?

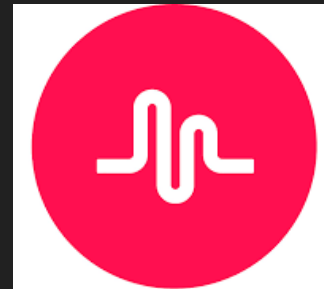
# WHAT ARE THE SIMILARITIES ?



Source: chewy.com



Source: pcmag.com



musical.ly

Source: redbuggle.com



Source: shipt.com



Source: moat.com



Source: shazam.com



Source: trello.com



Source: nuTonomy.com

Biggest  
Startup  
Acquisitions  
of 2017

Source: <https://www.inc.com/sonya-mann/big-startup-acquisitions-2017.html>

# CULTURE

## Q: Is culture really that important for startups?

Culture is insanely important for startups. It's the cohesion that holds you together. For a lot of startups, culture is haphazard, and then all of a sudden they have 20 employees. The employees start grating on each other and they don't work well together. To be sustainable, culture has to be intentional.

Source: <https://www.salesforce.com/blog/2017/04/why-culture-is-important-for-startups.html>

The commonality that both corporates and startups share is that their culture is a driving force of the organisation. It's the essence of how people form and communicate ideas, how they behave, how they respond to customers, how they bring themselves to work. Ultimately, culture contributes significantly to how successful a company will be. If the culture isn't aligned to the mission then the mission will never be achieved.

Source: <https://smarterbusiness.telstra.com.au/success-stories/smart-business-start-ups/the-importance-of-culture-in-startups>



# CULTURE

## HOW CULTURE IS CREATED



# WORK VISIBILITY

Goals of Work  
Transparency

Efficient task assignment

Adapting to changes in tasks

Task follow up & status  
reporting

Overview of progress & status  
of project

Proposed  
Solutions

Project Management Tool

Fostering a culture of  
knowledge sharing

# TASK MANAGEMENT TOOL

- A one stop repository of tasks
- Gives a bird's eye view of the progress and health of projects
- Efficient assignment, tracking and modification of tasks as and when required
- Eliminates in-person follow up on assigned work
- Empowers the individual by giving them a sense of ownership of a task which is visible to all
- Keeps a check on project timelines as tasks becomes measurable and time bound

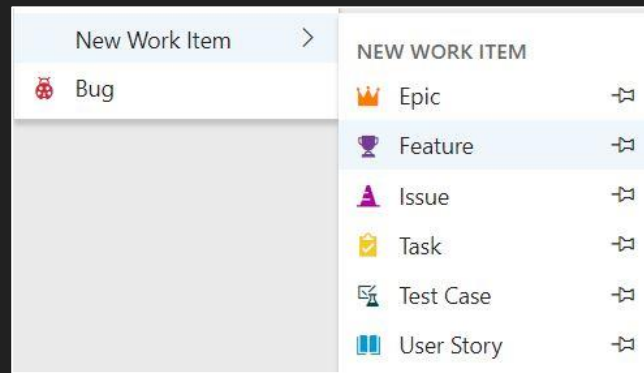
# TASK MANAGEMENT TOOL FEATURES

Tracking & Managing Work Items



Source: visualstudio.com

Custom Templates



Source: visualstudio.com

Integration with Productivity Tools



Source: github.com

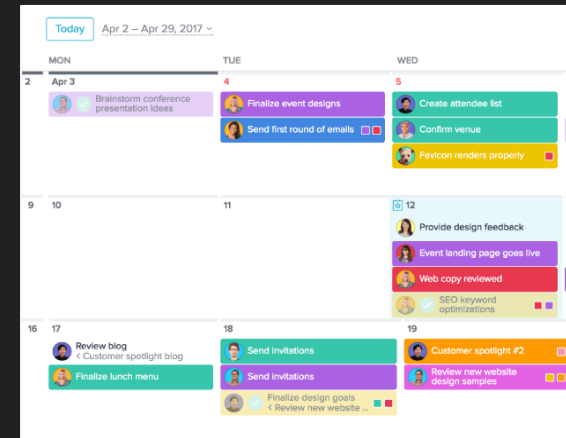


Source: outlook.com



Source: ibfimes.com

Shared Calendars for Resource Scheduling



Source: asana.com

# COMPARISON OF TOOLS

Features	Click Up	Monday.com Standard	Asana Premium
Tracking & Managing Work Items	Yes	Yes	Yes
Custom Templates	Yes	Yes	Yes
Integration with Productivity Tools	Yes - directly	Yes - via Zapper (third party vendor)	Yes - directly
Shared Calendars for Resource Scheduling	Yes - directly	Yes - directly	Yes - directly
Pricing* (per year)	\$ 1,200	\$ 2,340	\$ 2,400

\* Given pricing is for 20 member team and may vary depending on payment terms

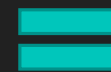
# CULTURE BUILDING – KNOWLEDGE SHARING

- Fostering a culture where work results are shared
- Employees should be motivated and trained to update status of work on the task management tool
- Any changes in project objectives should be shared with the entire team

Technology  
(Tools)



Culture  
(Knowledge Sharing)



Work Visibility &  
Transparency

# KNOWLEDGE MANAGEMENT

- 3 broad categories which we will look at:
  - Onboarding Process
  - Quality Documentation
  - Offboarding Process

# KNOWLEDGE MANAGEMENT

## ONBOARDING PROCESS

### WHAT

Founder's Message

Establish clear Goals & Expectations, Tools

Code Development Templates

Buddy

### WHY

Company's Background (Mission, Vision)

"Fail to Plan; Plan to Fail"

Set as base for the role

Answering queries, smooth onboarding

### HOW

Video messages – Must watch on 1st Day

Video message and/or via team charter, clear & well-defined Goals & Expectations

Video training on client's development methodologies and best practices

Assign someone on the team, enhance communication and bonding



# KNOWLEDGE MANAGEMENT

## QUALITY DOCUMENTATION

WHAT

New Feature  
Documentation

WHY

Know what is developed,  
easy handover

HOW

Easy to fill document templates for  
features, high-level architecture, process  
flow

# KNOWLEDGE MANAGEMENT

## OFFBOARDING PROCESS

WHAT

Receive Feedback

Provide Feedback

WHY

To improve your processes

To provide insight on development goals

HOW

Exit Interview (Formal), Lunch with Team Lead / Founder (informal), Surveys

Exit Interview (Formal), Lunch with Team Lead / Founder (informal)

# MOTIVATION

Engaging & Rewarding  
Culture

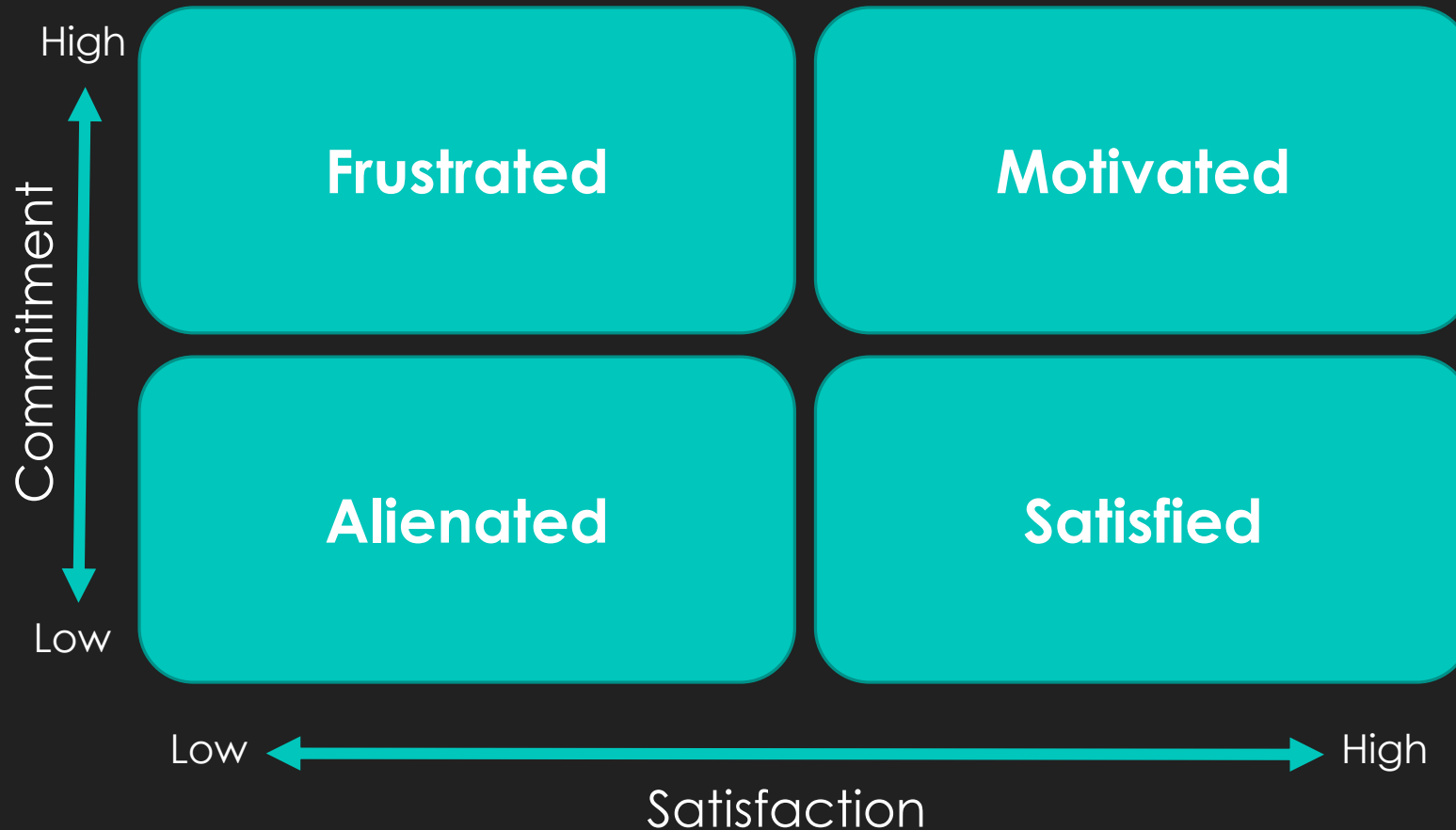
Rewards & Recognitions

Celebrate with Team!

WIIFM

What's In It For Me?

# MOTIVATION QUADRANTS



Disengaged employees cost companies \$300 billion in lost productivity each year

# NEXT STEPS

## Visibility of Work

The client will implement one of the project management tools recommended by us

## Onboarding Process

We would be helping the client with the onboarding process for the Summer Interns

## Knowledge Management

We are coming up with a documentation template that the client can use for effective knowledge transfer & management

# SUMMARY

