

DRIVING BUSINESS SUCCESS WITH SOCIAL GOALS 2.0



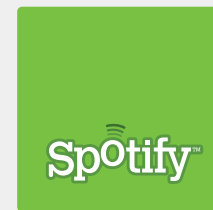
Spotify is a next-generation music sharing platform that allows users to stream any music track from its comprehensive music library and share music with friends through Facebook and other social media channels—in real-time. The company has garnered significant attention for its innovative service since launching in Europe in 2008 and in the U.S. earlier this year.

The rapid growth and expansion of Spotify's global workforce created a significant challenge for the company: they needed to find a way to continue to motivate and engage employees and keep them focused on the right priorities as they continue to grow.

Explosive company growth drives the need for more clarity and transparency

Spotify was looking for a performance management system that would increase transparency across the organization. With teams across the globe, there was a noticeable lack of cross-departmental communication. The result: employees had a tough time sharing news between departments and teams.

The company also wanted a system that would help clarify the key objectives of each employee. Inside its fast-paced, innovative environment, so much was happening that employees found it increasingly difficult to focus on what really mattered—to distinguish between the deluge of daily emails and tasks and the crucial objectives that really impacted business results.



At a Glance

Industry: Music

Location: HQ Stockholm, Sweden

Customer Since: July, 2011

Use Case: Replace internal goal setting system with more transparent, social approach

Number of Employees: Over 500

Favorite Feature: Social goals 2.0

Why Spotify chose Rypple:

- Increased transparency across the organization
- More clarity on top objectives for improved productivity
- Team alignment to achieve results that matter

A social approach to goals and objectives

Johan Persson, Organizational Development Manager at Spotify, heard about Rypple and proposed the platform to his CEO, Daniel Ek. Soon after, the company began using Rypple for ongoing feedback and employee recognition.

“For a high-growth company like ours, things change quickly. Rypple enables us be more transparent across the organization and keep our employees focused on what really matters. OKRs give all staff an opportunity to look beyond their e-mail inbox, and significantly increase employee understanding of key priorities and objectives across the business.”

At the same time, Spotify began implementing an internal system of goal-setting called Objectives and Key Results (OKR). Originally developed by Intel, the process has been adopted by Google, Zynga, and other high performing companies to instill a results-driven culture. Spotify quickly discovered, however, that their goal-setting system failed to provide the cross-organizational transparency they desired. The company wanted a way to make their quarterly objectives social, real-time, and bottom-up, not just top down. And they wanted to provide managers the visibility into what their teams were focused on so they could work together to define the right goals—and be able to assess and redefine them as conditions changed.

Spotify approached Rypple to incorporate the results-driven focus of the OKR philosophy into its social goals platform. They wanted each of their objectives to be social—something employees could connect with and rally around.

Today, 80% of Spotify’s employees worldwide actively use Rypple. The social performance management platform has enabled everyone in the company to understand how their goals connect to Spotify’s larger business objectives. That way, every employee can ensure they are contributing to the company’s success, and everyone feels like they’re be part of something bigger than just their individual role.

Did you know?

Since adopting OKRs and Rypple, Spotify has achieved:

- Significant increase in one-to-one coaching discussions
- Significant increase in employee understanding of key objectives
- More real-time recognition by managers and employees

Get started today, *for free*.

No setup. Nothing to install. No credit card required.