



TITLE OF THE CASE STUDY: RED ORBIT

Name of the organisation:

Red Orbit

Country and sector of the organisation:

Slovenia, digital marketing

Type of organisation:

- **Business company**
- Public organization
- Private organization
- NGO
- Other:

Size of the organisation:

- **small**
- medium
- large

Brief description of the organisation:

Red Orbit is award winning digital performance agency, it is employer of the year 2019 among small companies in Slovenia. The company is pushing the boundaries of digital marketing by creating new opportunities, developing new services and products in digital marketing, driving education, and approaching the new market in innovative ways.

Short description of the case study (500 characters)

The company strives to creating relax and open organisational culture. The company implemented communicational channels providing efficient and coherent feedback among employees, which generates quality relations and engagement. For instance, 'a cup of gratitude' intended for appraise and 'a positive cup' are elements, which is aimed for positive thoughts and quotes. The company organizes public performance trainings in front of the entire team – where they help a colleague within a safe circle move through the comfort zone at the performance, role-playing, internal training of meetings with clients.

Key words:

Working together, teamwork, communication, support, psychological safety

BEST PRACTICE PROFILE

DETAILED DESCRIPTION

Red Orbit is a small digital marketing company that currently has 19 employees ranging in age from 30 to 40 years old. They are a certified Google Partner and Google Trainer and the only Slovenian company with a Google Analytics Certified Partner certificate.

The victory in the Golden Thread project and the status of the best employer in 2019 and 2020 show how valuable the efforts of the entire team, which has achieved great success with its work and navigating through change, are. The company's management focuses on its employees and their well-being, on accepting the person as a whole and promoting a balance between private and professional life. They look at the employee as a whole, respect his way of communication and contribution to the culture and values of the company. They are constantly striving to build good relationships and trust.

Their ultimate goal is to build a good culture and relationships in the company where people will feel good and want to work in the long run. The culture of the company they build together is based on trust, in which it is also necessary to invest in the long run. The essence of their culture is also that change comes from the team and spreads up the hierarchy.

As a result of the pandemic, they experienced a minor crisis (they lost about 25% of revenue), but they saw this situation as an opportunity and a challenge. They maintained transparency in communication, empowered employees, and successfully guided them through turbulent times. According to the director, employees were informed weekly about what was happening in the company and about business indicators. Nevertheless, they admit that they made mistakes, but with proper retrospective they became even better and more efficient.

RATIONALE

Because of working from home, they organized online brainstorming on specific open challenges in the company. All employees were happy to attend and collaborate with their suggestions. In this way, they strengthened connection, a sense of belonging, ownership and responsibility for a common goal. When they returned to the offices, they organized a workshop with a psychologist who taught them how to deal with the reservations and obstacles brought about by the pandemic. Due to the unpredictable social situation, the workshops will be upgraded with content on psychological resilience and flexibility.

During the epidemic, they worked a lot in the field of leadership skills, as during their work from home they realized how important it is for a leader to be available to his colleagues, to know how to organize telework and to manage himself.

As they point out, they pay the most attention to the development of professional competencies in the field of digital marketing. Employees are encouraged to pass on their knowledge and establish themselves as digital experts in Slovenia and abroad. The director encourages employees to be placed

in different contexts and situations, as in this way they broaden their horizons and stand out from their comfort zone. With such an approach, they build strong individuals, professionals, strategists, and leaders who will meet the challenges of the future.

GOALS

Red Orbit wants to be a partner to its customers in their digital advancement and growth. They help them achieve their goals through innovation and digital capacity building. With its employees, the company cooperates as their partner in personal growth and tries to help them achieve what they set out to develop competencies. Finally, the match between the employer and the employees also has a good effect on business results.

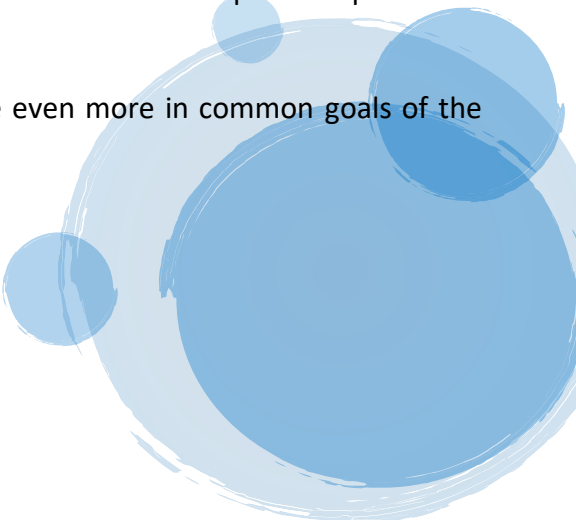
This spring, they organized an intensive Pitching & Storytelling workshop, where employees practiced the skills of public speaking, argumentation and persuasion or influence. They are constantly investing in the knowledge and education of their staff, as it is important for them to grow as individuals and as a team. As an innovative company, they strive for the entire team to think and generate new ideas, new products and services, and optimize processes. The precondition for all this is the psychological safety of the team members.

During the epidemic, the director attempted to establish the psychological security and stability of the employees. He communicated with at least two employees daily and asked them about their well-being, not their work. Job security was a priority, as they did not fire anyone, but hired four new employees. They maintained transparent communication with each other, introduced weekly e-mails, where everyone found out the financial condition of the company, which costumers they won and which they lost.

IMPACT

The covid-19 crisis has affected on work processes. Before the crisis, the company lived a lot like a family, after returning to the offices, the connection was still felt, but now much more emphasis is placed on the balance between professional and private life.

The challenge, faced by the whole world, involved the employee even more in common goals of the company and in solving common challenges.



LESSONS LEARNED

The director points out that he has received additional professional training in managing his employees in times of crisis, so that he can establish psychological security and stability in the company.

Despite working from home, they kept the daily routine of morning meetings, where the entire team gathers via videoconference. These meetings have taken on a new dimension. They now represent a morning retreat and socialization outside the family. It takes a lot of flexibility and tolerance to organize an entire team to work from home. The director accepts every way of working and understands that one works easier in the morning, the other in the evening. The most important thing is that the work is done.

He further emphasizes that when working from home, it is necessary to find the right rhythm that enables focused work. He advises his employees to move away from social networks while working, focus on their work and reserve time for DND (Do Not Disturb).

MATERIAL



Source: FB profil Red orbit

Director of Red Orbit. Photo: Črt Piksi (<https://www.marketingmagazin.si/>)

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Interview with Red Orbit

