



## How to preserve company culture and improve employer brand perception by listening to employees



Rapidly growing companies are challenged with maintaining the culture that makes them unique. 4C's Chief Human Resources Officer, Kim Norwesh, uses SurveyMonkey Engage to understand how employees are feeling across six different offices, making sure they're happy and effective.

### THE CHALLENGE

#### **Keeping a great culture while your company grows**

People are at the center of everything that 4C Insights does. As Chief Human Resources Officer, it's Kim Norwesh's job to make sure employees are effective, have the right benefits, and access to opportunities for professional growth.

Recently, the company began growing—and fast, adding several new offices across the globe.

In the face of this rapid growth, Kim wanted to understand what her company's cultural “secret sauce” was, how to keep it, and how to improve upon it.



**Kim Norwesh**  
Chief Human  
Resources Officer,  
4C Insights

---

*“As we grow, how do we keep this culture we have that has made us special?”*

---



#### THE SOLUTION

## Listen to your employees to keep them happy, effective, and engaged

When the growth surge first started, 4C did not have an employee engagement program in place.

Kim had used other SurveyMonkey products in the past and loved how “trustworthy, reliable, and easy-to-use they were.” So she was excited to try SurveyMonkey’s employee engagement solution, Engage, to keep a pulse on her employees.

By using Engage to continuously listen to employees, the HR team discovered that many workers felt disconnected from new folks and colleagues in other departments and locations. 4C took action on that feedback, implementing a program to match employees on a monthly basis to get together for coffee or a snack, either in person or virtually.

---

*“SurveyMonkey Engage is kind of like my eyes and ears around the world for my employees.”*

---

#### THE TAKEAWAY

## Engaged employees reinforce a great culture

At the time of publishing, 4C Insights has 225 employees around the world, with offices in Chicago, New York, Seattle, London, Singapore, and the Netherlands.

---

*“We grew our employee count by 36% last year and we’re on the same path this year.”*

---

**Company**  
4C Insights

**Strategic goal**  
Employee engagement

**Solution**  
SurveyMonkey Engage

**Key feature**  
Continuous employee feedback

“I love that SurveyMonkey Engage catches all the key areas,” says Kim. “It’s not a standard survey in terms of the cadence and questions asked. The frequency is great. With previous companies... surveys were sent once a year, and the reporting and analysis process was so labor intensive. Engage allows everything to be automated. It’s super easy and allows for that constant pulse on the employee.”

While in its early stages, results are already starting to be seen: since 4C began understanding and improving employee engagement with SurveyMonkey Engage, there’s been a marked improvement in the company’s ratings on Glassdoor.