



COMMON THREAD
COLLECTIVE

The Pulse | 2017



If the vision for Common Thread Collective is to help entrepreneurs achieve their dreams and we believe each and every employee to be an entrepreneur, it's our duty to find out how we're doing in practice of dream chasing and dream catching.

The Pulse is CTC's first ever annual method of collecting feedback to "check the pulse" of how we're doing overall as well as dive into some specifics. We ask that you approach this survey by reflecting on the past year with thoughtfulness and an honest heart. This is your opportunity to give CTC sincere feedback - anonymously!

Bottom line we care about you so we care about your perceptions of what CTC is doing well and what could be even better. That's the premise behind The Pulse. We can't make changes in areas you think need improvement if we don't hear from you, and trust me when I say we want to hear it all - what makes you happy, what ideas you have to make things better, where you would like to see change, and what you want to stay the same.

Purpose

Definitions



Definitions

- "Employee" is you (self)
- "Manager" is your direct supervisor
- "Partners" are Taylor, Jordan, Josh, Cory, and Iain

The Pulse Format

- 23 sections
- 3 subsections
- 245 questions



Questions also measured

- **CTC**
 - How well the employee feels CTC performs across various sections
 - EG CTC is effective in adjusting to change.
- **Employee**
 - Self analysis of the employee across various sections
 - EG I feel I have a positive attitude toward change.
- **Managers**
 - How well the employee feels their direct supervisor performs across various sections
 - EG My Manager has a positive attitude when new changes are implemented.
- **Partners**
 - How well the employee feels the Partners perform across various sections
 - EG The Partners have a positive attitude when new changes are implemented.
- **Total Average**
 - Compilation of all these scores together

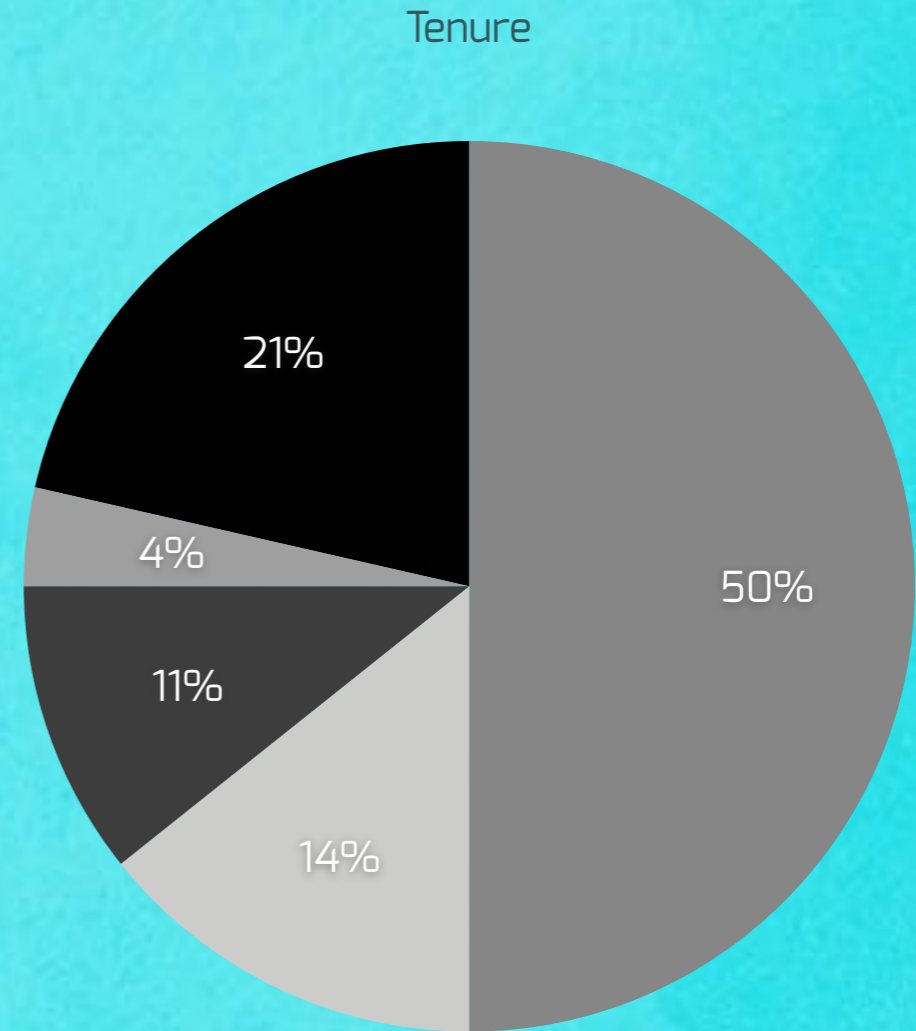
Interpretation

- All data is presented as an average analysis of the 1-5 Likert scale used in the survey.
- Closer to 1 = Strongly Disagree (highly unsatisfied)
- Closer to 5 = Strongly Agree (highly satisfied)
- Note: any items reverse scaled were adjusted in the data analysis

Sample Demographics



- **Response rate: 93%**
- **Gender**
 - 60% gents
 - 40% ladies
- **Age**
 - 70% 27 & older
 - 30% 26 & under
- **Time to complete:**
 - 61% < 1 hour
 - 29% > 1 hour
 - 10% < 1/2 hour



● < 6 mths ● 6 mths - 1 yr ● 1 - 1.5 yrs ● 1.5 - 2 yrs ● 2 yrs >

Preface

- The following slides outline the statistical results of the 2017 The Pulse survey.
- Charts summarize the data found, slides following the charts explain the data in a bit more depth.

Summary

SUMMARY	Average	CTC	Employee	Manager	Partners
Vision	4.6		4.8	4.5	4.5
Values	4.5		4.4	4.4	4.7
Clients	4.2	4.2			
Business Focus	4.3	4.3			
Adaptability	4.5	4.5	4.4	4.5	4.6
Work Pace & Stress	3.9	3.7	3.7	4.2	
Work Home Balance	4.2	3.7	4.3	4.6	
Job Satisfaction	4.7		4.7		
Workplace & Resources	4.5	4.5	4.4	4.6	4.6
Diversity	4.4	4.4			
4x400	4.1				
CTC South	4.1				
Platforms & Processes	3.9	3.9			
Communication	4.5	4.3	4.6	4.6	
Feedback	4.2		4.1	4.3	
Recognition	4.3	4.5	3.9	4.5	4.1
Manager	4.8			4.8	
Partners	4.8				4.8
CTC Cares	3.6				
Professional Development	4.1	4.3	4.2	4.2	
TMYD	4.7		4.7		
TMT	3.8		3.8		
Case Studies	4.0		4.0		
Compensation	3.5	3.1	3.7		
Benefits	3.8	3.8	3.9		
The Pulse	4.2	4.2			
TOTAL AVERAGE	4.2	4.1	4.2	4.5	4.6

Summary - Chart Explanation

Average

- CTC staff is satisfied with a high score of 4.2
- Highest satisfaction in people (Managers & Partners)
- Lowest satisfaction in Compensation

CTC

- Looking at CTC specifically, CTC staff finds most satisfaction in Adaptability, Workplace & Resources and Recognition.
- Lowest satisfaction in Compensation

Employee

- Looking at self reflection, employees feel they are best in living out the CTC Vision
- Lowest satisfaction with Work Pace & Stress as well as Compensation

Summary - Chart Explanation

Manager

- CTC staff find their managers to be above average overall, giving them a highly satisfied score in the section that specifically measures manager performance.
- Even the lowest scores for managers in Work Pace & Stress/Professional Development are high.

Partners

- Lastly, the staff highly values The Partners with a near perfect score of 5 on their own section of evaluation,.
- What's surprising, and although it's still a high score, staff find that the biggest opportunity The Partners have is in recognition.

Of everything measured, the CTC staff is most satisfied with The Partners.

Gender

GENDER		
	LADIES	GENTS
Vision	4.5	4.6
Values	4.5	4.5
Clients	4.2	4.3
Business Focus	4.2	4.3
Adaptability	4.4	4.6
Work Pace & Stress	3.8	3.9
Work Home Balance	4.1	4.3
Job Satisfaction	4.6	4.7
Workplace & Resources	4.5	4.5
Diversity	4.4	4.5
4x400	3.9	4.2
CTC South	3.9	4.2
Platforms & Processes	3.6	3.9
Communication	4.5	4.5
Feedback	4.2	4.2
Recognition	4.3	4.2
Manager	4.7	4.8
Partners	4.9	4.7
CTC Cares	4.0	3.4
Professional Development	4.1	4.3
TMYD	4.8	4.6
TMT	3.7	3.8
Case Stuides	4.0	4.1
Compensation	3.1	3.7
Benefits	3.5	4.1
The Pulse	4.4	4.1
TOTAL AVERAGE	4.2	4.3

Gender - Chart Explanation

- Slight variation in what ladies and gents find most satisfying about CTC, and it falls in line with overall impressions:
 - The people! It's the Partners for the ladies and Managers for the gents
 - Ladies are most unsatisfied with compensation
 - Men find low value in the CTC Cares initiative



Tenure

TENURE	LESS 6 MONTHS	6 MONTHS TO 1 YEAR	1 TO 1.5 YEARS	1.5 TO 2 YEARS	2 YEARS +
Vision	4.6	4.6	4.3	5.0	4.9
Values	4.5	4.5	4.7	4.3	4.5
Clients	4.2	4.4	4.3	4.5	4.2
Business Focus	4.1	4.6	4.3	4.5	4.3
Adaptability	4.4	4.7	4.4	5.0	4.6
Work Pace & Stress	3.8	3.7	3.5	4.3	4.2
Work Home Balance	4.0	4.6	4.0	5.0	4.5
Job Satisfaction	4.6	4.6	4.7	5.0	4.9
Workplace & Resources	4.4	4.6	4.6	4.5	4.6
Diversity	4.2	4.8	4.6	5.0	4.5
4x400	3.8	4.2	4.6	5.0	4.3
CTC South	4.1	4.2	3.8	4.3	3.9
Platforms & Processes	3.5	4.3	3.7	4.1	4.3
Communication	4.5	4.3	4.6	4.2	4.7
Feedback	4.2	3.8	4.4	4.7	4.5
Recognition	4.2	4.0	4.1	4.2	4.5
Manager	4.6	4.8	4.8	4.9	5.0
Partners	4.8	4.9	4.8	4.4	4.9
CTC Cares	3.5	3.7	4.3	2.0	4.0
Professional Development	4.0	4.2	4.4	4.3	4.6
TMYD	4.6	4.5	5.0	5.0	4.9
TMT	3.7	3.5	3.8	1.8	4.4
Case Studies	3.9	4.1	4.3	4.5	4.0
Compensation	3.0	4.3	3.4	4.4	3.8
Benefits	3.7	4.0	4.1	3.0	4.1
The Pulse	4.2	3.9	4.0	3.0	4.8
TOTAL AVERAGE	4.1	4.3	4.3	4.3	4.5

Tenure - Chart Explanation

- All of the lowest scores regardless of tenure center around TMT and Compensation.
- With the anomaly of those tenured 1.5 to 2 years, high scores are Partners, TMYD and Managers.
- Biggest satisfaction regardless of tenure is mostly with people or in personal development through TMYD.
- Those who have worked here 2+ years are the most satisfied and find the most value in the Pulse.

Age

Age		
	Under 26	Over 27
Vision	4.6	4.6
Values	4.4	4.6
Clients	4.3	4.2
Business Focus	4.2	4.3
Adaptability	4.4	4.6
Work Pace & Stress	3.7	3.9
Work Home Balance	4.2	4.2
Job Satisfaction	4.6	4.7
Workplace & Resources	4.5	4.5
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Platforms & Processes	3.5	4.0
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Professional Development	4.1	4.3
TMYD	4.6	4.7
TMT	3.7	3.8
Case Stuides	4.0	4.0
Compensation	3.1	3.6
Benefits	3.5	4.0
The Pulse	4.4	4.0
TOTAL AVERAGE	4.1	4.3

Age - Chart Explanation

Age is no factor at CTC, overall scores are very similar

- Satisfaction in people (Managers & The Partners)
- Lowest scores in Compensation

The Most Satisfied Employee is

Over 27 years of age

Has worked CTC for more than 2 years

Male

TMYD : 4.7

TMYD

I appreciate the Tell Me Your Dreams (TMYD) program.

4.9

I find value in the TMYD program.

4.8

Enrollment for TMYD is easy.

4.5

Enrollment for TMYD is clear.

4.7

I feel empowered through TMYD.

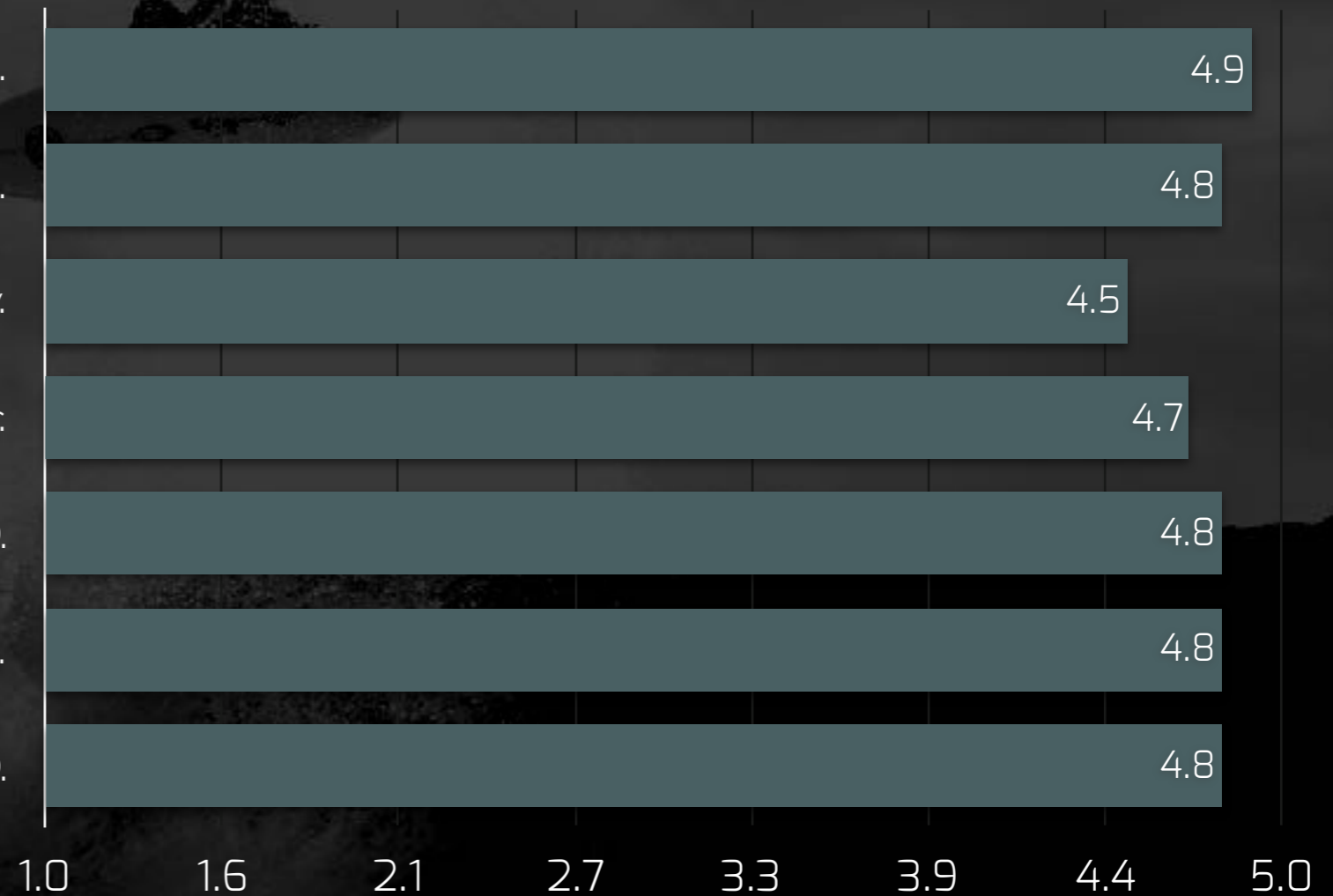
4.8

I benefit from TMYD.

4.8

I believe Tommy is the right leader for TMYD.

4.8



On it's own, TMYD is highly valued and tied for second highest score alongside job satisfaction behind CTC's people. Stay tuned for improvement on enrollment in 2018!



Preface

- The following slides are summary points and themes from various open ended responses as well as some general feedback, accommodations and recognition for CTC staff at large.

What type of clientele would you

like to see CTC service:

- **General Themes:**
 - **Brands with personal connection (staff used products)**
 - **Social good**
 - **Active lifestyle**
 - **Larger brands**
 - **Those who trust CTC (less micro managing)**

Job Satisfaction : 4.7

Job Satisfaction

- **Appreciative**
 - I love that who I am is consistent at work and throughout life in general. There is no "work" version of me. CTC reinforces a wholistic approach with its employees and its refreshing, enlightening and a huge contributor to my job satisfaction.
 - I would answer these all as 10s if I could.
 - I'm committed to make see this company grow as much as I am committed to seeing myself grow.
 - I don't know how CTC could be a much better place to work, and it's a real credit to the partners.
 - I love it here and am willing to do anything to see this company succeed.
 - Nothing but positive vibes at CTC!
- **Constructive**
- **Other**

What I like best about working for

CTC

- **The People**
- **The Partners**
- **The Culture**
- **The Challenge**

Teammates recognized for their efforts

- I think Nick is doing a great job! This is a new environment than what he is used to and he is doing a great job! I am really excited to be working with him!
- Caitlin - she consistently sets the example of organization and zen. Taylor - his passion for what we do and how we do it gives me a bigger sense of pride in my own contributions.
- Panagiota for making things a better place and providing a platform for people to really have a sense of comfort here. Caitlin for thinking beyond her team to help all of us with assorted things that she is a rockstar at. Taylor for constantly pushing me to learn. Cory for making it obvious that his leadership over me feels secondary for his care for me as a person and friend. Makes me feel like I've got friends in high places hahaa. Brooke for cleaning up a very messy Scuba Squad situation. Iain for collaborating with me as a creative versus doing their own thing. Nick for coming to me for validation on things that fall out of his typical comfort zone.
- Taylor for pushing me hard. Andrew for pushing me to do better. Chris for being open with his personal life and connecting with me. Vincent for respecting my feedback and making quick changes. Caitlin for controlling and leading our team to success. Adrianna for diving into work and learning new platforms effectively. Alex for working as hard as she can and showing progress
- My whole team is amazing. Iain is a great leader, open and easy to communicate with. Alessandro is patient and gives me support when I need an extra opinion or guiding direction. Leo has taught me all about his process as a DP and is willing to take tie to dive deeper in any aspect. Joanna is always there to protect our team and give us a clear idea of the clients wants and needs. My team is awesome.
- Scott grinds on work like crazy and I really appreciate it. He's super reliable and I'm grateful to work with him. Devin really wants to be great, and that's obvious. She comes in every morning with a really positive attitude, asks me how I'm doing before she asks me to do even a lick of work, and then is fun and positive all day with work after that. Richard is a genius and I take deep joy in the work itself—it's just fun to read his stuff because it's always so good. Those are a few recent ones that stand out.
- Michelle has been doing way more than her job description and deserves some type of bonus of reward for her hard work.
- Everyone does GREAT!
- Brian W
- Scuba Squad is a group of rockstars. I'm excited by what we can do now that we've settled into our groove together.

Manager : 4.8

Managers

· Appreciative

- Never before have I worked for someone whose passion, ethics, heart, drive, and innovation are all aligned. It's amazing getting to work with and learn from Taylor.
- He is one of the smartest people I've ever met and is great at sharing his knowledge and pushing us if we choose to be pushed.
- Taylor is great and I'm proud to work for him. I'm constantly impressed by his combination of business acumen, problem-solving skills, force of personality, and maybe most impressively, his ability to read and understand people at a human level so well. That last one is the X factor that makes me just want to keep learning from him. That doesn't come so naturally to me, but he really understands others and knows how to communicate effectively because of it. He's also just a really good guy and I'm proud to work for him and to call him a friend. I never take it for granted and it really positively impacts my life in a lot of ways.
- He's the best guy for the job and I'm glad to work for him.

· Constructive

· Other

The Partners : 4.8

The Partners

· Appreciative

- You guys are the heart beat of CTC!
- They make this the coolest company to work for!
- Such a rad, unexpected group of leaders. They are all so selfless. Super approachable.
- The partners have really shown how much they care about making CTC a truly amazing company to work for and it is something I have never seen from a company before and it truly makes a huge difference
- It's hard for me to say "the partners" because each of them is pretty different. On the whole I'm very happy here.
- Love the partners!

· Constructive

- They do make a lot of noise.

· Other

- If anything, I'd like to hear more from them!

Preface

- The following slides highlight change that is coming as a result of feedback from the 2017 The Pulse results.
- You voiced your opinion, we heard you.

Feedback : 3.9

Feedback

- 30/2 - will be more developed in 2018
- Review process to commence in 2018
- More discussion around “closing the loop” on projects and clients

CTC Cares : 3.6

CTC Cares

- Moving forward CTC Cares will be a 1x a quarter initiative
- More engagement on what activities constitute CTC Cares
- Quarterly budget approved for CTC to invest in and encourage CTC Cares in 2018

Professional Development: 4.1

Professional Development

Look out for new policies regarding professional development in 2018 as well as a conference request process.

Benefits : 3.5

Benefits

- **2018 rolling out:**
 - **Health & Wellness policy**
 - **Professional Development policy**
 - **Benefits Summary**
- **Dec 2017 rolling out:**
 - **401k**
 - **Health Insurance Open Enrollment for more plan options**



Thanks

- Thank you for voicing your opinions, your contributions, time and efforts in helping to make CTC truly a place where entrepreneurs cannot only chase their dreams, but catch them.





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