



DataArt

Nice to meet you!

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- Labor markets marketing strategy
- Brand management
- Spearheading employer branding at DataArt

Support Ukraine!

<https://bank.gov.ua/ua/about/support-the-armed-forces>





Finding corporate culture through the
wires of remote work

New York USA

London UK

Munich Germany

Zug Switzerland

Remote explosion in numbers

2022

25%

Remote employees

away from a location with an office

281

Locations across the world

1+ colleague

68

Countries

1+ colleague

Before 2020

20%

Fully remote

80% visit office 2-3 times a week

2020 (COVID)

100%

Remote + Work from home

Just like everybody else

2021 (COVID)

75%

Remote + work from home

15% average attendance of offices according to COVID policies

Problem statement

- Most of processes became ineffective: admin, PR&comms, HR, legal, infosec, compliance, L&D, talent management etc.
- Availability of people and their collaboration: no electricity, personal matters require constant disengagement from work)
- New locations and time zones
- Health and safety: bomb shelters, evacuations, medical insurance does not work properly

Problem statement

- Teams do not have a perspective when they will see each other
- Some people left: joined the Ukrainian army, decided to stay in Russia, quit after relocation)
- Loneliness in new locations, stress and absence of known routines
- Disengagement in communications: do not read mail, chats, do not participate in online events
- Mental health problems and emotionally charged reactions
- High demands from employer in care and ethics

01

Shall we drag everyone to the office? Noooooooooo!

No office, but what do we have left?



- Values. Different cultures, different backgrounds, same values
- Global EVP and employee experience
- Neutral topic based on interests (fits everyone, no conflict, diverse). Geek culture for IT
- Motto (both internal/external communications) At DataArt: “Stay True”
- Network of friends, strong human relationship with colleagues and clients
- Distributed teams
- United brand and marketing team



Shine bright like a diamond!

Become a stable pillar of support
◀◀ in life while people have no
support from the Government,
society and quite often even
family and friends

So who is a virtual employer?

1. Job security (performance, reviews, recognition, feedback)
2. Infrastructure (cloud services, devices, infosec, compliance)
3. Processes (asynchronic vs live)
4. Managers who work on remote
5. Development and growth
6. Learning and certifications
7. Wellbeing and health programs
8. Cultural integration: online events, comms, DEIB, sustainability, corporate volunteering

02

Corporate culture promo tools

Values based EVP and employee experience



People first

- + Long-term partnership approach
- + Your professionalism and personal qualities matter, your look does not
- + Minimum bureaucracy
- + Flex hours and work from home
- + Market compensation
- + Comfortable office
- + Sick leaves and med insurance
- + Well-organized system of admin services

Flexibility

- + Work contract with DA, not project based employment
- + Flat structure
- + Minimum rules
- + Rules and policies change with context, values stay the same
- + Easy movement among offices and relocation opportunities

Expertise

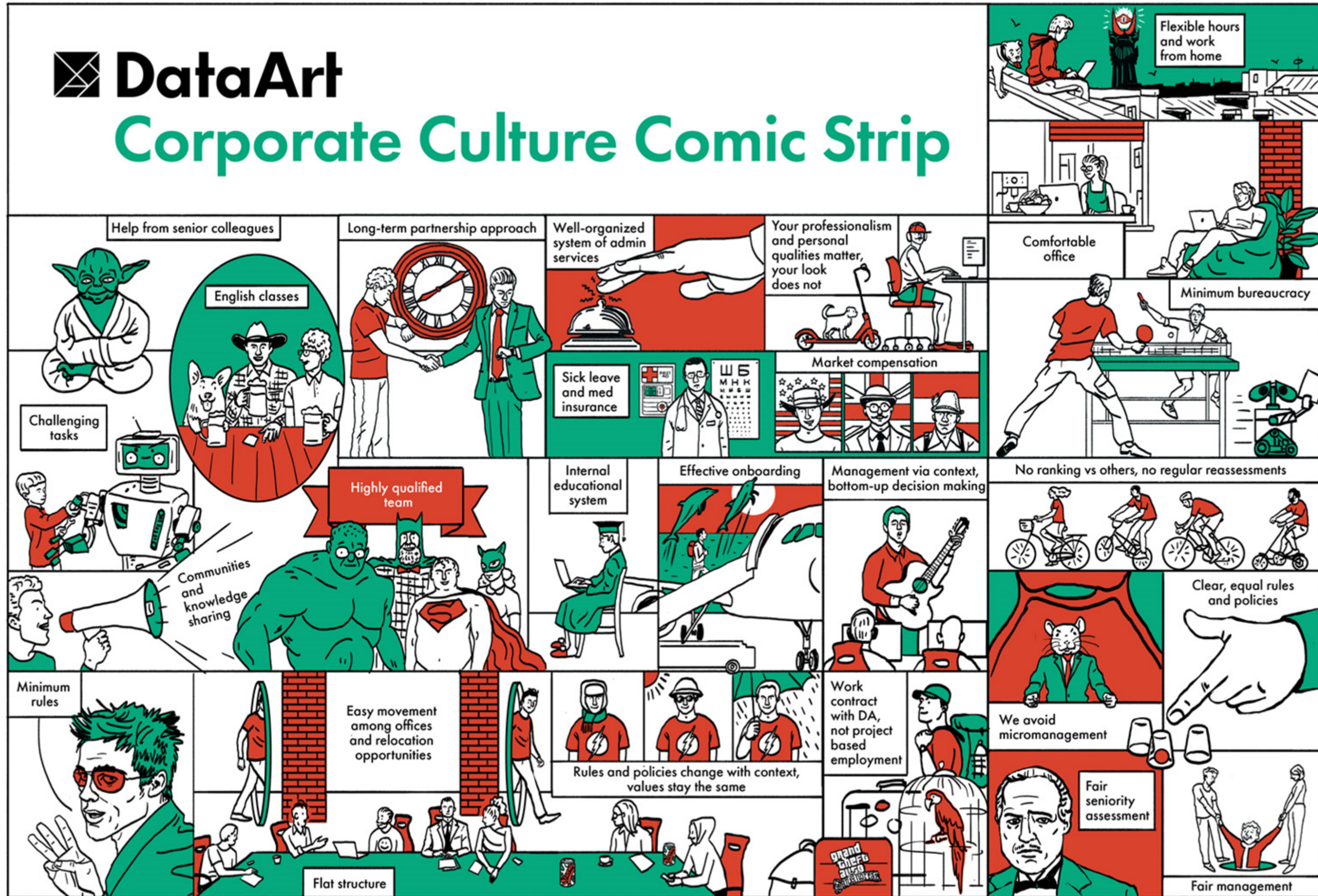
- + Highly qualified team
- + Challenging tasks
- + Help from senior colleagues
- + Internal educational system
- + English classes
- + Communities and knowledge sharing
- + Effective onboarding

Trust

- + Management via context, bottom-up decision making
- + We avoid micromanagement
- + Clear equal rules and policies
- + No ranking vs others, no regular reassessments
- + Fair seniority assessment
- + Fair management



Corporate Culture Comic Strip



VALUES: people first

1. People need job security
2. People-centric decision making
3. Be human in comms
4. Be the adult in the room
5. Do not overpromise

DO'S

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Commitment to people

We believe that people are free and responsible individuals, and our mission is to learn how to cooperate and use the potential of each person to achieve the best results.

Reuse, recycle, upcycle



- **Brand ambassadors program.** People move across the globe and become the best brand awareness distributors
- User generated **content** for Social networks (80 ppl Insta crew, speakers and authors)
- **Helpline and wellbeing** (we take care of colleagues and their wellbeing even if we've never met in person). Work/life balance is in our DNA, flexible hours and locations
- Mix of **online + offline** formats (most of initiatives are planned both in online and offline formats)
- **Alumni and referral**
- Proactive and regular **communications** (global and local): town halls, meetings with Heads of Locations
- **Informal ties among colleagues** (communities, speakers travelling for conferences to different offices, hobby clubs, newcomers and relocants)
- **Accessible management** (regular AMA and couch meetings, regular visits to different locations, active management on social media)
- **Cross-office teams of back office** for unified employee experience

02

Sum up

The wires are my veins!

- Wires is the new default
- Remote will not save you money
- Employee experience is King: same standard regardless of the location
- Max reuse of existing instruments (no budget)
- Image preservation
- Peer-to-peer connection preservation
- Preservation of trust towards DataArt
- Become remote from the top down

