

Mappedin Aligns the Whole Team to Big Goals

ABOUT MAPPEDIN

Mappedin helps property owners manage their dynamic indoor spaces, enabling consumers to easily find what they are looking for - by category, brand, product and promotion. As brick-and-mortar increasingly goes digital, Mappedin is building the leading platform for businesses to help their customers search and discover the indoors.

Here's How:

- **Connect online browsing with in-store purchasing:** Personalize the path to purchase by empowering visitors to search, discover and quickly find what they're looking for to increase sales and build loyalty.
- **Capture retail in detail:** Understand, influence and engage your consumers by capturing actionable user insights, patterns, and purchase intent through a detailed analytics panel.



[MAPPEDIN.COM](https://www.mappedin.com)

PROBLEM

Mappedin's rapidly growing, innovative team is always looking for ways to preserve their collaborative, agile, and results-oriented culture. Hongwei Liu, CEO and Cofounder, dedicates a considerable amount of time to describing Mappedin's vision to employees, and articulating how that vision connects to ever-evolving near-term goals. Impromptu 'whiteboard chats' with employees were often needed to supplement regular 'all-hands' and one-on-one meetings.

"Keeping our culture innovative, transparent, and authentic is paramount. We needed a solution that would enable us to communicate company goals broadly, ensuring everyone is aware and aligned."

Hongwei Liu | CEO, Cofounder

As a data driven company, Mappedin regularly conducts employee satisfaction surveys and monitors productivity measures such as revenue per employee. These feedback mechanisms were showing early signs that existing communication methods would not scale. Hongwei began searching for a sustainable way to keep everyone aligned without introducing heirarchical and beureaucratic organizational structures. Mappedin needed a solution that it could implement quickly with minimal disruption.

SOLUTION

In an effort to preserve team alignment, Mappedin turned to Teal's Organizational Platform to scale its culture. Building on the organizational structure and vision that Mappedin already had in place, Teal deployed quickly to visualize how both functional and cross-functional teams were organized. With Teal's goal map and organizational diagrams, it became easy for Hongwei and his teams to observe existing relationships between goals, teams and the various roles in the organization.

RESULTS

Within a few short weeks, the Mappedin team had self-onboarded to Teal and collaboratively built out its 2017 goal plan. With Teal, a clear picture of the current organizational structure emerged; and the team was quickly and intuitively able to understand the adjustments needed to make these goals possible.

“Teal replaces outdated hierarchies. Finally, we can see how everything ties back to our goals for a true visualization of how our organization is structured”

Hongwei Liu | CEO, Cofounder

“The team now regularly logs into Teal to keep informed of change,” explains Hongwei. “Impromptu chats constructively discuss our goals and structure, instead of just seeking to understand it.” The Teal visualizations and diagrams now make regular appearances at Mappedin's ‘all-hands’ meetings to communicate company direction and ongoing organizational change. Much of what Hongwei used to try to personally keep up-to-date on various Wiki pages, is now being crowd-sourced by the whole team, real-time, in Teal.

ABOUT TEAL

Teal helps your rapidly growing company unlock its full performance potential, by showing how your teams are organized to achieve shared goals. With Teal's lightweight organizational dashboards, you can finally ditch the mess of stale tracking spreadsheets and wikis, and avoid excessive cross-functional alignment and status meetings. Let the Teal Platform map your existing organizational DNA, so you can confidently hit targets as you swiftly scale your team. Give Teal a try at www.tealsoftware.io

Learn More: hello@tealsoftware.io
1 (888) 581 5128
tealsoftware.io/blog

