

Can you explain how your organization encourages innovative ideas and creative thinking among employees?

I've noticed that the company culture truly encourages us to think outside the box. For instance, we have monthly brainstorming sessions where I can present my ideas without fear of judgment. Managers are highly approachable, and it's easy to get direct feedback from decision-makers, which makes me feel that my ideas matter. We also have hackathons and pitch events, which are really exciting because they provide a platform to showcase creative concepts. It's a very empowering environment for innovation.

What opportunities do you have for collaboration and brainstorming with your colleagues? How does this impact your creativity?

Collaboration is a big part of how we work at Apps Factory. I'm constantly exchanging ideas with my teammates, whether during informal discussions in our open office space or structured team sprints. We also use tools like Miro for brainstorming and Slack for sharing ideas, which help me maintain my creative flow even when working remotely. Talking to colleagues from other departments often gives me new perspectives I wouldn't have reached on my own, and this really helps advance my ideas.

How does your organization approach taking risks and experimenting with new ideas or projects?

One of the things I love here is how much the company supports risk-taking. If I have an idea that aligns with our goals and fits within the project budget, I'm encouraged to test it on a small scale. Even if it doesn't work out, the focus is always on what we learned from the experience.

Can you share an example of a creative project or idea you worked on that was supported by your organization? What was the outcome?

One of my favorite projects was developing an AI-based personalized recommendation feature for one of our flagship apps. The idea originated during a hackathon, and when I pitched it, management immediately supported it. We were able to create a prototype with a small team in just two months, and after implementation, we saw a significant increase in user engagement. It was incredibly rewarding to see something I contributed to have such an impact, and it was even recognized as one of the company's top initiatives of the year.

How has having autonomy in an adhocracy culture affected your performance? Can you mention any potential drawbacks?

Having autonomy, such as the freedom to choose new technologies, gives me the liberty to explore my ideas and make decisions without heavy supervision, which boosts my confidence and productivity. However, there are potential drawbacks. Occasionally, the wrong choice of technology could lead to financial and time costs. To mitigate this, we rely on collective decision-making and brainstorming. But overall, I think the advantages far outweigh the disadvantages if managed wisely.