MNO 3370 – Management of Organizations

Summer 2014

# Evaluation and Feedback Form

## Discussion Starter

### Team Information

***Jacob Wall***

### Grade Information

|  |  |  |
| --- | --- | --- |
|  | Points | |
|  |  | |
| Presentation Quality - Summarize Facts, Issues, Takeaways (34/100 points)  - Contains a title slide (your names)  - Overview, background, context, setting  - Defined relevant terms  - Three-to-four takeaways (please be clear – your class will be tested on these)  Other Presentation attributes (33/100 points)  - Arrived early to upload slides  - You introduced themselves to audience  - You presented an article/experience  - Relates to Topic  - Defined relevant terms  - Clear, concise, well-organized (i.e. a cohesive and integrated story)  - Source prominently listed (e.g. include Author Name, Year, Article Name, Publication, etc. - so anyone with internet access can easily find your source) after first slide?  - Convincing  - 4-6 slides  Organization & Writing Style (33/100 points)  - Summarize facts, issues, and takeaways  - This page as the first page  - The article (if applicable) included (i.e. cut and pasted before summary of facts and issues)  - 2-3 pages that adheres to applicable format instructions in syllabus  - Well organized/structured  - Tells cohesive and integrated story  - Defined relevant terms?  - Free of grammar mistakes  - Easy to follow; enjoyable to read  - Cited sources within text? (e.g. (Smith, 1994); (Smith & Joe, 2009); (Noe, Hollenbeck, Gerhart, & Wright, 2007))**.** | |  |
| Total | | **Raw Score\*1.5 = \_\_\_\_/150** |

Discussion Starter

Sendgrids’ Successful Organizational Culture

Jacob Wall

MNO 3370 – 0011

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The topic for todays discussion starter is Organizational Culture, which is defined as “the shared social knowledge within an organization regarding the rules, norms, and values that shape the attitudes and behaviors of its employees” (Colquitt, LePine, & Wesson, 2014: 534). Focusing on Sendgrid, a startup out of Boulder, Colorado and their immensely successful organizational culture we’ll be able to apply and see what a strong, positive, organizational culture is and the effects one can see.

Sendgrid was cofounded by a few college students back in 2009 and purely focused on B2D, instead of B2B, and transactional emails. They had a well defined value proposition, with young aspiring leaders at the helm. Between their first round of funding and today they’ve grown to hundrends of thousands of subscription customers, hundreds of employees, offices worldwide, and the recognition of having one of their cofounder be recognized in Inc’s 35 Under 35.

This is relevant because I have had the unique opportunity to work with the Sendgrid team consistently since day one. I worked with Sendgrid from when they purchased a few servers from my employer at the time to now developing a robust, secure, high-throughput, and geographically redundant infrastructure setup for processing nearly ten billion emails per month. I also have befriended their executive team and look to them as mentors, even if I am on the other end as a vendor, and they have taken a keen interest in helping define my personal career goals and helping me become more networked in the tight-knit tech startup realm. There have been ups and downs, but through a committed leadership, defined organizational culture, and some luck they’ve been able to grow from nothing to the largest transactional emailer in the entire world. I reached out to Joe Scharf, whom I know best and is Sendgrids’ Vice President of Engineering and employee number 1, to get his insight on how Sendgrids’ culture helped drive organizational commitment, job performance, and the overall success of Sendgrid in the last few years. As I wanted to point out using this successful organization as an example, culture is everything and one of the top priorities of their management team, which in turn provides a strong and clear vision for the company.

Sendgrids’ unique, but easily implementable, organizational culture can be seen as an example of where organizational culture, when defined clearly, can help align employees with the long-term goals of the organization. Organizational Culture, in the case of Sendgrid, has kept employee churn low, loyalty high, and creates a high-trust environment. Pair this with the collaboration, idea sharing, and relationships and you have almost a cult-like following of their culture. Also, as Joe Scharf pointed out, keep it simple; a hard-to-understand organizational culture from the outside, inside, or both, will be hard to implement and less likely to be successful in guiding the organization.