

To: Brett Favors

From: Nick Mahe

Subject: Adjustments to using online reviews

Brett,

As I have investigated the methodology of using online reviews to determine and interpret job satisfaction among Domo's engineers, I think we are currently limiting the complete view of the situation without considering other factors. Online reviews are helpful, but only provide bias our conclusions if they are the only source of information we utilize.

I found a great article (<https://core.ac.uk/download/pdf/127501580.pdf>) that showcases three ways we can monitor employee branding:

- 1. Internal Control**
- 2. Professional Control**
- 3. Public Control**

Essentially, an option like Glassdoor reviews is categorized as public control, where our information is generated and available within the public domain. In order to most effectively perceive our employee branding, we will need to talk in greater depth about the other two options as well.

I think it would be great if you could look over and digest some of the content from this article over the next week, and then we can regroup to discuss our thoughts on how to move forward with this at our next one-on-one.

Let me know if that will work for you!

Nick