

**seedblink**  
all things equity



**mirro**  
CASE STUDY

SeedBlink's Journey with Mirro

## Empowering Performance and Fostering Community

**SeedBlink's** company culture is characterized by a vibrant and dynamic ethos. The team, which describes itself as "young, annoyingly ambitious, and restless," is driven by performance and results.

At the heart of SeedBlink's culture is the mantra "Make it happen", a core value that underscores the company's determination to achieve its goals. As an organization committed to driving employee and business performance, SeedBlink found a supportive partner in Mirro. Read along to find out their story!

### The business challenge

SeedBlink is a company with a high-reaching vision and a performance-driven culture, so they naturally saw the advantages of adopting a performance management software like Mirro. The team also values transparent and continuous feedback and understands the importance of recognition.

As such, the company was looking for an all-in-one HR solution to help them grow their performance efforts while simplifying HR processes and improving team collaboration. They found it all in Mirro. The user experience has been exceptionally smooth, and the engagement features have resonated well with the team. Mirro's flexibility has also been crucial for seamlessly integrating it into SeedBlink's processes.

### The solution: Mirro

One of the main reasons SeedBlink chose Mirro was the Performance module. Mirro's "social" aspects and engagement features also heavily influenced the decision.

**What truly set Mirro apart from other platforms during the demos was its friendly, smooth, and simple user experience.** This ease of use is essential for SeedBlink, aligning perfectly with their "Make it happen" values and "Love the journey". Mirro's interface helps team members see and interact with their progress, making the process transparent and engaging.



SeedBlink's HR team took a strategic and engaging approach to ensure a successful implementation of Mirro. They used internal newsletters to generate curiosity and build momentum, giving team members teasers and sneak peeks of the platform. This early engagement helped create anticipation for the launch.

Once Mirro was launched, the HR team moved internal announcements to the platform. This shift encouraged more interaction, as people didn't want to miss out on important company updates. The transition of the internal kudos channel to Mirro was also particularly successful. It became self-sustaining as people started recognizing their colleagues and keeping track of their accomplishments.

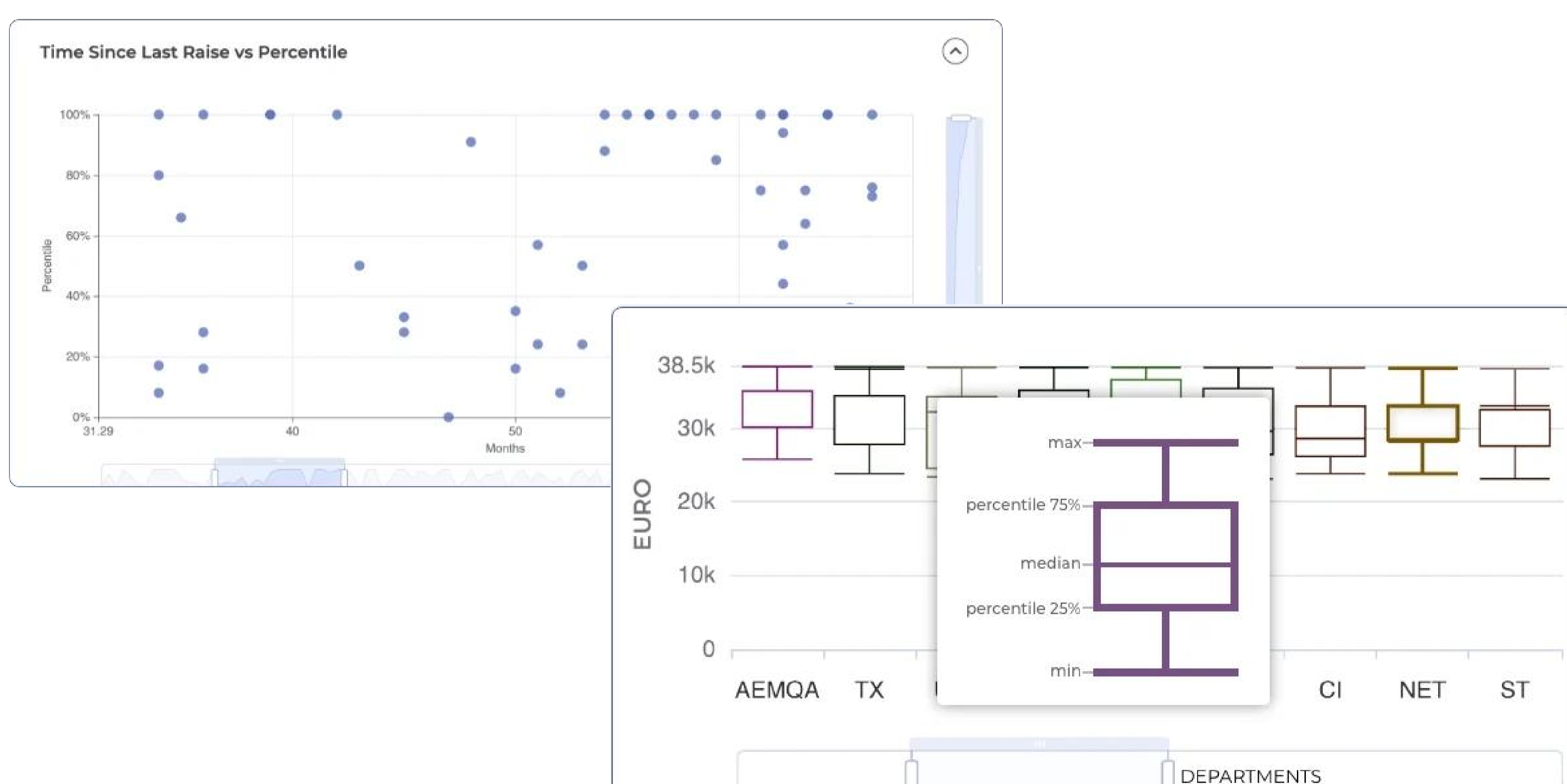
To further encourage Mirro usage, the HR team and managers encouraged their people to perform specific actions on the platform. This method significantly increased interaction and familiarity with Mirro. As people began to understand the platform and its benefits, using Mirro became a natural part of their daily routines.



## The business outcome

The implementation of Mirro has profoundly impacted SeedBlink's operations and organizational culture. One of the most notable outcomes has been the high level of engagement with the platform, mainly due to the presence and flexibility of the Mirro team, who were always ready to meet SeedBlink's specific needs.

### Better decision-making through dashboards



One of Mirro's standout features is the [Salary Insights](#), which have significantly impacted SeedBlink's budgeting exercises. With Mirro's insights, the HR team can optimize compensation budgets and ensure efficient resource use.

Mirro's [Culture Insights](#), derived from team members' interactions, have provided SeedBlink with valuable data on areas needing improvement and where to redirect efforts, such as identifying the employees who have yet to embrace feedback and those who have already done so.

### Align team with company's vision through OKRs

The ease of managing OKRs through Mirro has brought the team alignment and clarity, helping each individual understand their contributions to the overall objectives and providing a clear sense of progress.



**Ana Calotă**

Operations Manager

*One of the standout features of Mirro is the calendar that shows the schedules of all team members. It's incredibly convenient and easy to sync, which helps coordinate our efforts effectively. From a manager's perspective, Mirro is very easy to use. The review process within the app is smooth and easy to follow, simplifying our performance review procedures and making it straightforward for managers and employees to complete their reviews efficiently.*

*Another great feature is the ability to give kudos. This allows us to recognize and celebrate achievements across the company, ensuring that everyone is aware of their colleagues' great work. Overall, Mirro has significantly improved our HR processes and team collaboration. I highly recommend it to any organization looking for a reliable and user-friendly HR solution.*



## Improve team & business performance

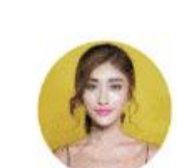
In terms of performance management, Mirro has been a trusted partner, empowering SeedBlink to have a strong, well-put, and objective process where feedback and recognition play a crucial role. Mirro's proposed performance review model closely aligned with SeedBlink's existing one, facilitating an easy transition. The HR team especially appreciates Mirro's highly customizable nature, as they can choose the cadence of performance check-ins.

**73%** completion rate for feedback requests

The performance review process has seen remarkable engagement, with a 73% completion rate for feedback requests in just two weeks.

This is an important achievement, given that each team member received at least three feedbacks. This high level of participation underscores our platform's role in building a robust feedback culture.

### Feedback requests



**Gina ESCALANTE** is waiting for your perspective regarding **My check-in is due soon. I need your feedback regarding my past activity**

October 18, 2021, 11:03 AM



Please leave me some feedback regarding my activities during the past 3 months. I really need it for my check-in. Thanks!

Your perspective >

Opt out

PENDING



**Christian LEWIS** received your perspective regarding **Christian's Check-in Q3/2021**

Requested by **Brian HENDRICKS**, October 10, 2021, 11:03 AM



Christian's mission for the past 3 months was to help with the onboarding of new clients, aside from his usual support tasks.

How would you rate his interaction with the clients and with the team?

Please be mindful of the fact that the OKRs where Christian is owner and / or contributor take into account both old and new clients in equal measure.

See perspective >

RESOLVED

## Build a culture of continuous feedback

The ability to implement 360-degree feedback has been a game-changer, helping SeedBlink transform the performance management process into an objective one by gathering diverse perspectives.

Mirro made managing the process straightforward, providing visibility on progress and enabling timely nudges for feedback requests to ensure the completion of check-ins. The personalized feedback forms allow SeedBlink to collect structured feedback on key dimensions like values and impact, contributing to a culture of recognition.



### Alina Răcariu

HR Manager

*Mirro joined our journey like an understanding friend, ready to accompany us in building and encouraging a performance and feedback culture naturally. The flexibility of the Mirro team and the readiness to go the extra mile for us is unparalleled. One of our values is #makeithappen, and they would definitely score high on this if they were part of our team. They are, in a way!*



### Carmen Sebe

CEO

*Mirro gave me the visibility I needed regarding the team, anytime, from anywhere. The feature I use the most is the dashboard, it connects me with the information I need at a glance.*



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## Nurture workplace culture

Our HR solution helped SeedBlink strengthen its culture by:

- ✔ Improving collaboration;
- ✔ Making recognition a habit;
- ✔ Promoting shared values;
- ✔ Improving the employee experience.

For example, Mirro is critical in onboarding new employees and helping them adjust to the organizational structure, different teams, and interactions. The platform's social component has unified the team, facilitating easier interaction and collective celebration.

## What's next for SeedBlink

SeedBlink's partnership with Mirro has been instrumental in transforming its HR processes and reinforcing its dynamic company culture. With features like performance management, continuous feedback, employee recognition, and OKR tracking, Mirro has helped SeedBlink achieve its high-reaching goals.

The company is committed to continuing this journey, aiming to enhance its HR processes further and drive performance with Mirro by its side. Together, we will keep making it happen, ensuring that every step of the journey is meaningful and impactful.

## About SeedBlink

SeedBlink is an all-in-one equity and investment platform that provides the infrastructure, financial services, and network coverage for European tech companies to access, manage, and trade equity at every growth stage. It is modern, data-driven, and Europe-savvy.

## In a nutshell, this is what SeedBlink achieved with the help of Mirro

- ✔ Foster a strong sense of community by encouraging interactions and promoting recognition and visibility;
- ✔ Improve the employee experience by bringing alignment and clarity over objectives and individual contributions;
- ✔ Create a performance-driven culture with the help of a well-put-together system that brings together continuous feedback and recognition;
- ✔ Have a 73% completion rate for feedback requests.



## About Mirro

**Mirro.io** enables high-growth SMEs to build transparent and thriving workplace cultures that foster employee well-being and improve talent retention. Our performance management platform helps organizations overcome hybrid workplace disengagement by encouraging a sense of purpose and stimulating social sharing and community belonging around the globe. Teams and individuals that use Mirro are happier, highly engaged, and more productive.

As a user-friendly and highly social platform, Mirro drives more than 5k monthly interactions between team members through recognition, OKRs, continuous feedback, and meaningful performance conversations.

Innovative companies like eMAG, Tazz, Hochland, E Co., and noissue. use Mirro to empower their teams and nurture healthy, solid work relationships.

You can learn more about how Mirro gets your teams thriving at [www.mirro.io](http://www.mirro.io)