9LENSES®

9Lenses gives Diamond Mind a simple way to make human data more actionable

Diamond Mind is the United State's leading provider of electronic campus-wide payment services and solutions to independent schools.

Employee accommodation in a fast-growing environment

Diamond Mind is the market leader in digital payments for the K-12 education space. Since 2003, Diamond Mind has grown 50-60% annually. Diamond Mind's rapid growth created a challenging environment for its employees. Differing opinions amongst employees on how the company was growing and changing, along with the constant influx of new people was impacting the culture. Recognizing the importance of deliberately cultivating its culture, Diamond Mind decided to run 9Lenses' Business 360 software application to determine where gaps might be starting and how to address them using the input of the entire team.

> "Whenever you are changing rapidly and growing quickly, there is always a challenge of how to ensure everyone on the team is plugged into the same strategy, strong processes, and shares the same values..."

~ Katherine Novikov, Founder and CEO, Diamond Mind.

Diamond Mind was impressed by the quick results and insight from the first Business 360 app. 9Lenses software immediately identified the primary challenges, to give the CEO of Diamond Mind three key target areas of focus; sharing company initiatives and results, addressing employee turnover, and hiring sales leadership.

3 Key Findings

First, Diamond Mind employees were having difficulties with alignment. Diamond Mind's CEO likened the situation to the classic parable of 6 blind men touching an elephant and then trying to describe what it looks

Challenges:

- Culture was shifting as growth accelerated, and this needed to be managed
- Inevitable employee turnover impacted morale
- The need to staff high-visibility leadership positions

Results:

- Improved information and result sharing, fixing the communication barrier
- More in-depth hiring processes and clarity with current/potential employees
- Implemented more effective search process for hiring leadership positions

like. Each employee had a different viewpoint, each was correct, and yet all were collectively misaligned, and were acting exclusively out of their own perspective.

Second, with turnover being a major challenge in most businesses, the disruption it causes is often a concern. Ranked the highest challenge on the first 360 app, turnover clearly had impacted productivity and morale. Third, staffing key functions within the organization achieved the lowest overall score showing the dire need to staff key leadership positions effectively.

Actions for Each Insight

Swiftly responding to the findings of the Business 360, the CEO took a direct approach to implementing the solutions recommended by the data. First, to increase effective communication, the defining of interdepartmental processes was essential to getting people on the same page. A policy of 30 minute all-hands-on-deck monthly leadership meetings was instituted to help employees better understand and connect to the companies KPIs and to increase teamwork and strategic vision. Second, employee turnover was addressed by increasing transparency, a more in-depth hiring process and the creation of an employee-run, employee-owned "Fun Committee", whose group activities have brought people closer together. Finally, a 9Lenses sales leadership app was run to specifically address alignment around the position and provided an employee centric view of the type of leader needed in this critical position. All employees weighed in and identified what this person should really be doing and what skillset and experience was key, ultimately leading to the position being filled with high fit leader.

Diamond Mind highly values insights from 9Lenses software, which has continually assisted in organizational learning and growth. Since the first Business 360, Diamond Mind has run two additional 360s knowing they can quickly identify and proactively resolve issues before they proliferate.

"Diamond Mind has seen at least a 20-25% decrease in the amount of time needed to manage the organization."

~ Katherine Novikov, Founder and CEO, Diamond Mind.

As their use of 9Lenses continued, Diamond Mind began benchmarking performance and gave executives KPIs to keep employee scores above targeted levels. Diamond Mind, known for high service and expertise, captured the intelligence from 9Lenses to fix the cracks in their organization. Now capable of operating at their full potential, Diamond Mind continues to increase their already excellent performance standards and better serve their expanding customer base.

About 9Lenses

Companies spend $385B annually trying to gather and capitalize on their organizational intelligence (human insights). However, today's approaches of gathering these insights are inefficient, disconnected, and slow to deliver value. 9Lenses is the first Organizational Intelligence SaaS platform that has productized this process, accelerating and automating how companies move from human insights to value-creating actions. 9Lenses customers include leading Global 2000 companies and SMBs.

To learn more please visit: www.9lenses.com/software-tour or email us at: sales@9lenses.com