



“Hiring with Bunch is easier and more reliable, but the best result is that, with Bunch, we’re creating happier teams”

– Jana Rokossa, Head of Human Resources at MAKERS



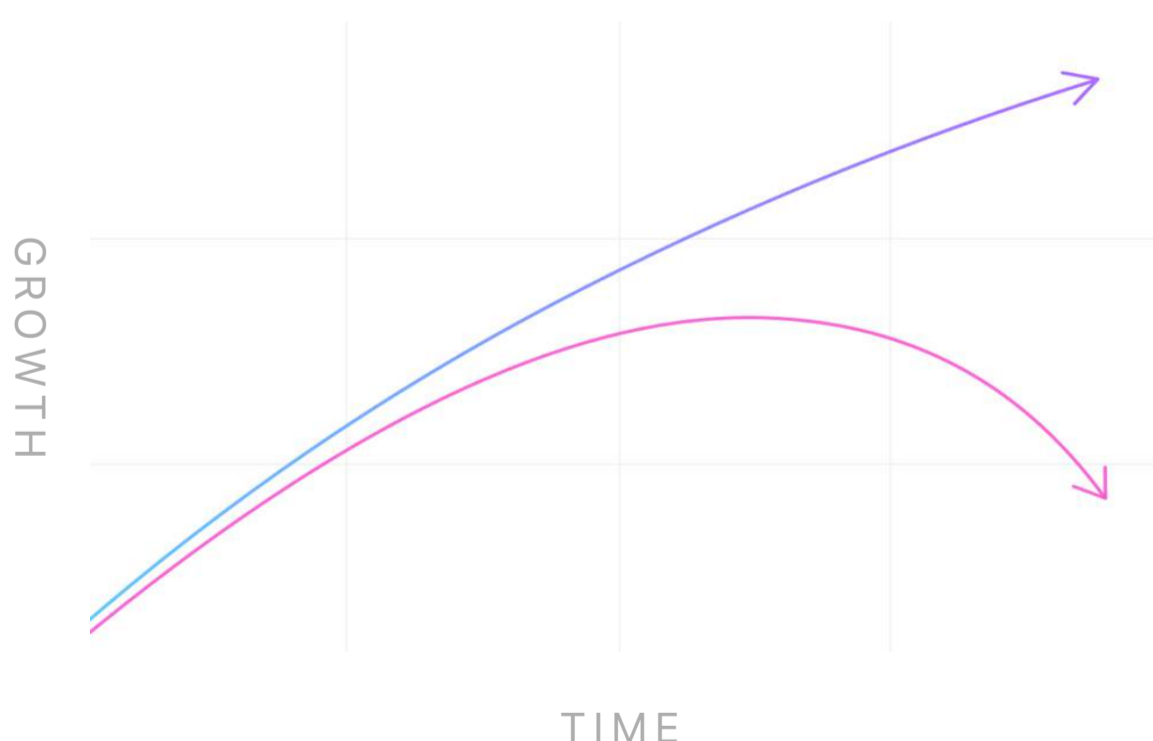
### About MAKERS

MAKERS is a Berlin-based seed stage investor and company builder helping digital innovators to grow their companies. By providing a strong community of entrepreneurs, investors, and experts, MAKERS is helping to build companies and foster innovation across different industries.

[www.makers.do](http://www.makers.do)

## The problem

Before the company started to use Bunch, one of their biggest challenges was strategic recruitment – most hiring decisions were often based largely on intuition. The HR team spent hours thoroughly screening every potential hire for cultural fit. They spent this time because Jana and the team cared deeply about maintaining and developing their unique team culture over time.



### Strong culture with Bunch

Strong culture boosts your growth and increases revenue.



### Weak culture

If culture is neglected, growth is stunted.

Beyond hiring challenges, Jana needed to keep the team culture aligned and moving towards a shared definition of success. The challenge was to measure and understand the existing team culture, and also to navigate team development in order to better support company growth.

## The solution

Jana brought Bunch on board and used it to run a company-wide cultural assessment, requiring each employee to invest just 5 minutes of their time. Bunch then mapped the culture profile of every employee, team, and the company as a whole.

With Bunch now integrated into MAKERS' hiring process, after resume screening, each potential hire was invited to take the Bunch assessment. Candidates enjoyed seeing their results, and complimented MAKERS for caring to integrate culture fit into their interviews. Meanwhile, Jana and the HR team could now see who among the candidates would be the best cultural fit. With this insight they were able to save time, by focusing on the right people early, and make better hiring decisions backed by science and objective data. At the same time, MAKERS used Bunch to manage and develop team culture from the inside, reducing conflict and increasing productivity consistently over time.

## The results

Through Bunch, the MAKERS team got more clarity on both current culture, and the direction in which the team should develop in order to better support business growth. Using Bunch insights, MAKERS adopted a new structure for company meetings, improved interdepartmental communication, and increased transparency as a part of an their initiative to strengthen team culture.

**"One of the biggest benefits of using Bunch has been better hiring decisions, which means happier employees and less turnover. I would recommend Bunch to all companies who truly care about developing a strong company culture."**

**– Jana Rokossa, Head of Human Resources at MAKERS**

On the hiring front, Bunch has provided MAKERS with a system through which to predict a candidate's future success within the team, highlighting which profiles to spend time on by ranking candidates according to culture fit score. This change not only helped reduce time and cost to hire by about 30%, but also allowed MAKERS to spend more time on top candidates, and provide them with a more personalized experience.

