

## GoDaddy: Jive Interactive Intranet is Culture Carrier and “Mosh Pit of Ideas”

### THE CHALLENGE

GoDaddy was expanding globally at a rapid pace, but wanted to maintain a sense of close connection and the spirit of a small team. “The challenge,” says Auguste Goldman, GoDaddy’s Chief People Officer, “was how to get 5,000 individuals distributed all over the world to feel that they’re part of one organization, engaged in a single marketplace of ideas—and do so in a way that’s fun, that’s innovative, that’s interesting, and that reflects our culture.”

### WHY JIVE

Traditional tools didn’t provide the level of engagement, personal interaction and real dialogue GoDaddy was looking for. Jive, on the other hand, offered a single platform for rich interaction, dialogue and communication that’s easy to deploy and manage out of the cloud.

### THE SOLUTION

GoDaddy created a Jive-powered interactive intranet known as “The Planet.” Goldman describes it as “one place for all of our employees to come and be a part of our culture, contribute to the success of their team, share ideas and execute our vision.”

The Planet is home base for GoDaddy’s workforce. It’s where employees go to read the latest company news, find key HR resources (onboarding, policies, benefits and more), ask questions, get to know colleagues, share stories, recognize each other’s accomplishments, and take part in groups and discussions on a wealth of topics, both work-related and social.

### THE IMPACTS

Within months of launching in July, 2015, The Planet was already having a big impact on employee engagement, cohesion and alignment. For example, engagement increased by 81% in GoDaddy’s customer care group. People are better connected, better informed and better able to contribute ideas and execute the company’s mission. “I call it our ‘mosh pit of ideas,’” says Goldman. “It’s a channel for directly engaging our 5,000 plus employees, hearing their voices and benefiting from their insights.”



GoDaddy’s mission is to radically shift the global economy toward small businesses by empowering people to easily start, confidently grow and successfully run their own ventures. With 14 million customers worldwide and 62 million domain names under management, GoDaddy gives small business owners the tools to name their idea, build a beautiful online presence, attract customers and manage their business.

The Planet has led to better, more efficient HR support, onboarding and career development. It's a place where new hires can quickly plug into company culture, and veteran employees can learn about new career paths in the company. In its first six months alone, The Planet had more than 4 million page views and 11,000 pieces of content created.

The Planet is also improving collaboration, helping GoDaddy's engineering team make a successful shift to agile development practices.

*"Jive has made a real difference at our company in a very short period of time. People feel more connected to each other. People feel like they have a voice to bring up their ideas, to respond to others. Jive isn't just a platform to read, it's a platform to be involved."*

AUGUST GOLDMAN  
CHIEF PEOPLE OFFICER, GODADDY

Interested in getting started  
with Jive Interactive Intranet?

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