

# Creating a company vision together

How Buro Happold used Rungway to gather feedback and collaborate on new company values.



## The challenges

- Improve real-time connections globally
- To allow company-wide collaboration on company values

## The solutions Rungway provided

**The Values Exchange Initiative.** Employees were invited, via Rungway, to provide feedback and collaborate on fifteen potential values. This helped management gain valuable insights, revealing both positive and critical feedback which was broken down by gender, department, generation and region.

The anonymous option enabled all employees participating to respond to each of the questions posed (in the form of values) as honestly as they pleased, as well as adding further suggestions and comments. Rungway's unique controls meant there was no risk of anonymity being misused, an important consideration for management.

**Insights and data.** Buro Happold saw over 60% of their employees adopt the platform. Terms like “mutual accountability” and “meritocracy” ranked highly in terms of engagement, with women more critical than men on certain propositions.

**“If Rungway didn't exist tomorrow, we'd have to build it ourselves.”**

Global Head of Inclusion, Diversity and Engagement