

The W-Factor



Why me?





Why Mollie?



**A bit of
background**

- **Fintech industry in A'dam = very competitive**
- **60 > 180 employees in the last 24 months**
- **2 recruiters, no recruitment agencies**
- **No Marketing / Employer Branding department**
- **Very basic benefits...**
- **No Healthcare or Annual Bonus (normal NL benefits)**
- **Standard amount of annual leave (25 days)**

Series A Funding \$25M

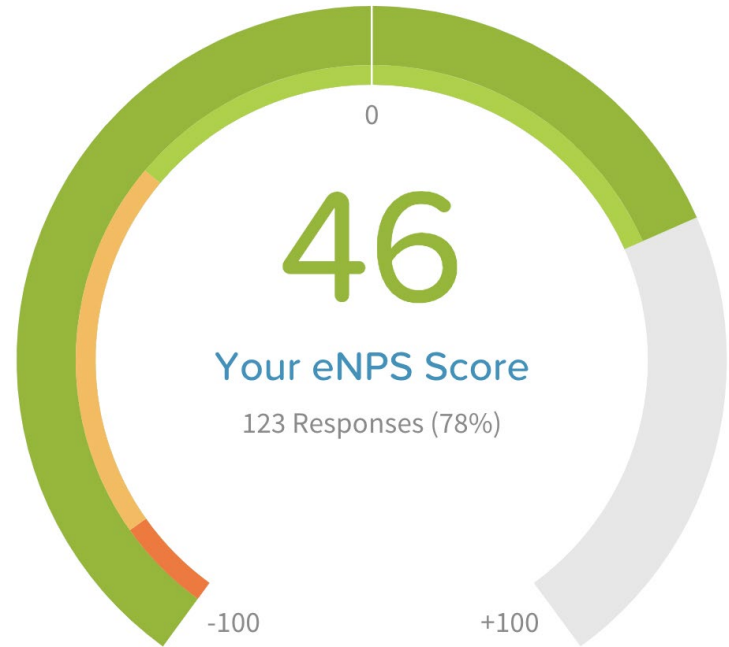
Employee Turnover (regrettable) < 5%

**Listed in top 10 of most desirable places
to work in Amsterdam '19**

source: TheNextWeb

Mollie's eNPS score Oct '19

10-20 = good 30-40 = great 50 = excellent



Mollie reviews

glassdoor®

4.9  



Recommend
to a Friend



Approve
of CEO

**How do we
do it?**

the W-
factor

**What is the
W-factor?**

Amy Cuddy



1. Can I respect this person?

Competence, skills... professionalism

1. Can I trust this person?

Warmth, trustworthiness... kindness

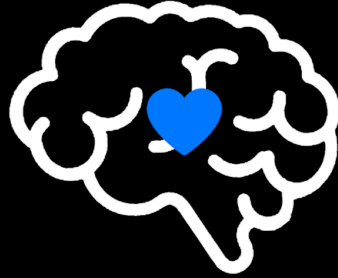


Warmth, trustworthiness...

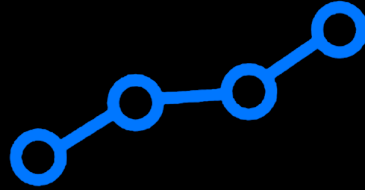
kindness



The science of kindness.

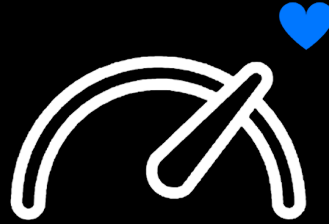


**Kindness makes us happier and
more satisfied with life.**



Kindness improves our mood.

Not only being kind helps alleviate our bad mood when we are stressed, it also helps us to experience more positive emotions.



**Kindness increases our energy levels
and confidence.**

**Studies show that being kind makes you more energetic and increases our sense
of self-worth.**



Kindness = W-factor



them

Be kind

A few of Mollies
W-factors

Wow factor:

The extra mile

Welcome to the Team! See you Monday



Hi Suzie,

Welcome to the Finance Team. We are super excited you are joining us and can't wait to help you get settled in on Monday.

Your desk, laptop and phone are already waiting for you - so is the team :).



Enjoy your last few days off and let me know if you have any questions prior to starting.
(By the way, our lunch is for free and delicious, so no need to bring your own lunch to the office!)

Wow factor:

**Feeling
welcome**



Wow factor:

**Doing things
together**



Friday Drinks



Company Parties



Lunch at the Office



Mollie Sport Events

Wow factor:

Sponsor sporty-ish events



Wow factor:

The best headshots



Wow factor:

**Great
swag**



Wow factor:
**...also for
your family!**



Wow factor:

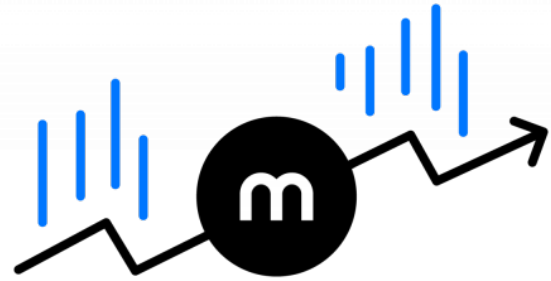
Real me time



Your Birthday Off

Wow factor:

**stock options
for everyone
after year 1**



EMPLOYEE **STOCK**
OPTION PLAN

Wow factor:

Workations



Get Well Soon Baskets



**...and many
more**

**Kindness
will make you**



**How will you
implement more
kindness?**

Thank you!

mollie