



HOW SCOUT24 ALIGNED ALL EMPLOYEES AROUND COMPANY STRATEGY WITH WORKPATH

WORKPATH

Scout24

Executive Summary

Through the introduction of the framework Objectives and Key Results (OKR) in 2019 as well as Workpath as implementation partner, Scout24 managed to establish better alignment, focus and engagement across all teams.

Company Profile

The Scout24 group is an innovative digital company and operates ImmoScout24, the leading digital marketplace for residential and commercial real estate in Germany with around 13.8 million users per month. About 800 employees are working in the headquarters in Munich, as well as in Berlin,

Cologne, and Vienna to successfully bring owners, real estate agents, tenants and buyers together. Since 2012, ImmoScout24 has also been active in the Austrian real estate market, reaching around 3.5 million visits monthly. Scout24 is a listed stock corporation and member of the MDAX.

Challenges

Alignment and Focus

Before introducing OKRs in 2019, Scout24 had a traditional Top-down approach of managing organizational team objectives. As a result, some of the teams had little knowledge of the organizational goals and did not feel connected to them. It was outlined in internal surveys that priorities and actions were not fully aligned with the company's strategy. Thus, while everybody was working hard, there was little common understanding of desired outcomes.

“We wanted to make sure everyone understood what our strategic goals were and how each individual could contribute to them. Of course, even before OKRs were introduced, everyone was generally working hard - just not always in the same direction.”

Massimiliano Maiuri

VICE PRESIDENT PROJECT
MANAGEMENT OFFICE



Solution

During this time, employees from the tech part of the organization were looking for ways to innovate their daily work. They naturally looked into the Silicon Valley for inspiration in other digital companies' way of working. They came across the concept of Objectives and Key Results and decided to implement it as well.

Scout24 started a pilot in the tech part of the organization with roughly 100 employees. It created a positive dynamic and was overall regarded as a successful first step. Consequently, the decision was made to fully roll out OKRs across the whole organization progressively.

Why Workpath

Right from the beginning, the decision was made to do OKRs professionally with dedicated software. Three criteria were decisive in choosing a vendor:

User Experience:

The tool should be easy to use to guarantee user acceptance and engagement.

Compliance:

Data should be hosted in Europe to ensure compliance with European regulations.

Partnering Aspect:

Scout24 was explicitly not just looking for software licenses, but a partner to build something. That's why the consulting part and personal relations with the vendor was crucial.

Out of various options, Scout24 decided to go with Workpath, as they ticked all required boxes.

“When we decided to implement OKRs, we were not only looking for a software vendor, but a partner. And from day one we perceived that we were able to build something with Workpath. “



Massimiliano Maiuri

VICE PRESIDENT PROJECT
MANAGEMENT OFFICE

Benefits

- ✓ Scout24 has fully rolled out OKR across the entire organization
- ✓ The Workpath platform connects about 700 users from every business function
- ✓ OKR has been established not only as goal-setting framework but a common language to facilitate capacity planning. It even ensured smooth onboarding of new team members during an acquisition
- ✓ Overall health of the program is monitored with a customized dashboard in the Workpath analytics suite
- ✓ Visualizations and insights constantly improve overall alignment and established a routine of data-driven adjustments to the way of working

Key Metrics

Figures taken from the Process Check Report and the Alignment Report in Workpath

Engagement

70 %

of all users actively update their goals and tasks on the Workpath platform on a weekly basis.

Focus

96 %

of all active goals are updated at least on a bi-weekly basis.

Alignment

89 %

of all goals are contributing to organizational priorities or other team goals.

“Because of the introduction of OKRs our engagement surveys show that our employees now have a better understanding of company strategy. And the simplicity of Workpath made it easy to get everybody on board with the new way of working.”

Massimiliano Maiuri

VICE PRESIDENT PROJECT MANAGEMENT OFFICE (PMO)



About Workpath

Workpath is the leading enterprise software provider enabling organizations to execute their strategies fast, flexible and effective in an increasingly dynamic and complex world. With simple and intuitive workflow tools Workpath engages all employees in the strategy and execution process. Its comprehensive analytics suite empowers executives to make better decisions on when to adapt focus, budgets or structures as early as possible.

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