

Global companies making EX experiential

# The Netflix EX is an uplifting flick



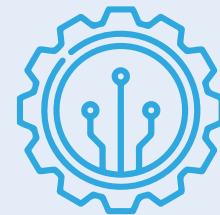
# NETFLIX



100%  
Employees  
as customers



100%  
Culture



100%  
Technology



100%  
Practiced  
empathy



67%  
Rewards  
and benefits



93%  
Overall average

\*twimbit ratings for best practices



**CEO:** Reed Hastings



**Mission:** At Netflix, we want to entertain the world. Whatever your taste, and no matter where you live, we give you access to best-in-class TV shows, movies and documentaries.



**Revenue USD MM (FY20):** \$20,156.45



**Headcount:** 8,600

Netflix is an online platform that enables users to watch TV shows and movies on smart TVs, PCs, Macs, mobiles and tablets.

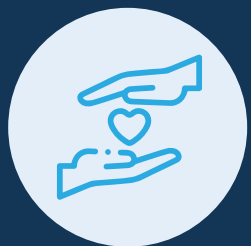
# Highlights



Women make up 48% of the leadership positions



Each employee gets a fully vested 10-year stock option plan



Customize compensation by changing the proportion of flexi vs. fixed benefits



Matched donation to a not-for-profit of employee's choice capped at \$10,000

# Drivers of culture

1 Integrity

2 Excellence

3 Respect

4 Inclusion

5 Collaboration

# EX objectives

Independent decision-making


Share information openly, broadly and deliberately

Maintain candidness

Retain highly effective people

Avoid rules and hard coded systemic values



The foundations of freedom and responsibility — not having a lot of rules, not having policies, not using sort of a bureaucracy or hierarchy to govern — but instead really providing context to folks and giving them all the freedom to do their job and all the responsibility ... has increased over time instead of decreased, and continues to work. 

**Tawni Cranz**, Chief Talent Officer at Netflix

# Key ratings



1200

Total ratings on Glassdoor



4.0

Overall rating



73%

Recommend to friend



90%

CEO approval rating



# Benefits

## 1 Self

- Parental leave
- Time away
- Family forming

## 2 Finances

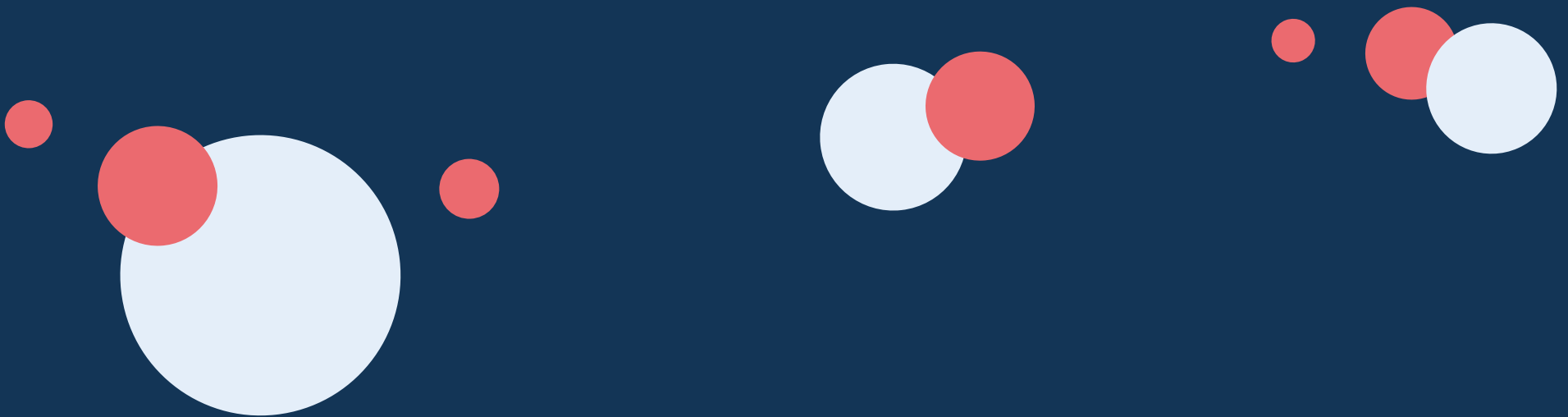
- Stock option program
- Personal top of market
- Employee giving program

## 3 Conveniences

- Expenses and work-related travel allowances
- Work, not drive
- Relocation benefits

The “keeper test” to evaluate employees – If one of your employees was leaving for another job would you fight hard to keep him/her at Netflix?

If the answer is “no,” then Netflix will put that person out to pasture. Or, as it shares in the culture deck – “Sustained B-level performance, despite ‘A for effort’, generates a generous severance package, with respect.”



# Diversity and Inclusion

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**47%** of the workforce is female

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**54.5%** of the workforce ethnicity

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**41.9%** of the ethnicity in leadership



It takes diversity of thought, culture, background, and perspective to create a truly global storytelling platform.



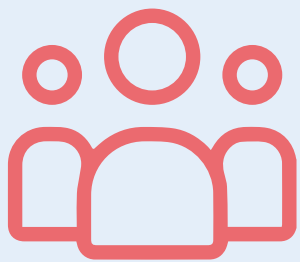
# Key internal resource groups



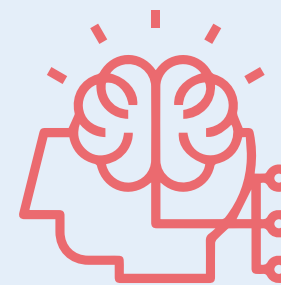
**Vetflix**  
for veterans



**#sherules**  
for women



**Swana**  
for employees from  
Africa and SW Asia



**Mental Health**

# Match-up to Netflix!



Evaluate your leadership mix



Provide flexible and growth-oriented benefit packages



Support personal initiatives of employees with resources



# twimbit

Insights **that find you**

The twimbit experience:

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How can we help?

[reachus@twimbit.com](mailto:reachus@twimbit.com)