

## **Six Canadian Social Tech Innovators Named to 2012 Global List of Democratic Workplace Leaders**

**WorldBlu 2012 List part of groundbreaking movement to build free and democratic workplaces for 1 billion people around the world**

### **CALGARY, LAVAL, PETERBOROUGH, TORONTO, LONDON – APRIL 12, 2012 –**

Six Canadian entrepreneurial companies have been honoured as part of the sixth annual WorldBlu™ List of Most Democratic Workplaces™ for 2012. These Canadian workplace pioneers, all social and technology innovators within their industries, are: Achievers Inc., Axiom News Inc., Chaordix Inc., LEARN Quebec Ltd., Salesforce Rypple Inc., and TakingITGlobal Inc.. Global online footwear leader, Zappos (now a wholly-owned subsidiary of Amazon), is also included on this year's international list of 48 companies.

Companies become eligible for a spot on this list through their ranking on confidential employee-completed scorecards which evaluate their experience in each workplace. Criteria are based on ten democratic principles: transparency, dialogue and listening, fairness and dignity, purpose and vision, accountability, individual and collective contribution, ability to choose, integrity, reflection and evaluation in change, and decentralization. A democratically-managed workplace recognizes that empowering its employees is a smart business strategy that directly impacts the bottom-line.

"People want freedom rather than fear in the workplace," comments WorldBlu Founder and CEO, Traci Fenton. "WorldBlu-certified organizations model how democracy in the workplace unleashes human potential and helps build world-class organizations that change the world for the better."

Each of the recognized Canadian companies has leveraged social and online technology to excel at "giving voice" to employees, partners and/or customers. For example, Calgary's Chaordix leverages crowdsourcing technology and processes to discover and champion customer and citizen ideas, and Axiom News provides editorial and social media services to frame and share the stories of their community-focused clients.

All of the Canadian company Founders and CEOs comment on their nomination below:

### **Achievers**

"At Achievers, we show our employees that they are valued every day, and we empower employees through autonomy and responsibility to drive success. This has been fundamental to our ability to scale our growth and continue to offer clients an innovative product with unmatched customer service. Having employees who are engaged, invested and passionate about what we do is in the DNA of our culture and how we do business." – Razor Suleman, Founder and Chairman at Achievers

Achievers is passionate about helping companies reward and recognize brilliant employee performance through our award-winning software. Customized to your company's brand and culture, Achievers provides easy-to-use social technologies to create authentic moments of recognition that increase employee engagement, retain top talent and drive business success. Achievers will change the way your employees, your managers and your company work together. For more information, visit [www.achievers.com](http://www.achievers.com)

## **Axiom News**

"Axiom News is honoured to be among this year's WorldBlu winners and celebrate the global organizational democracy movement," said Peter Pula, CEO and Founder of Axiom News. "We believe democracy in the workplace builds high-participation, high-trust interactions into the DNA of an organization's social ecology. In a democratic organization, people have an individual responsibility to make the workplace what they want it to be. People are able to self organize around strengths and build pathways to their own performance and place in the organization's work."

Axiom News aspires to Co-Create a Life-Giving News Network for a Renewed and Thriving World. The organization does this through publishing clients' strengths and success stories — constantly. The stories are gathered using a strengths-based, capacity-building approach for propelling organizations towards their highest potential. The voices of many generative movements are gathered on the [www.axiomnews.ca](http://www.axiomnews.ca) website.

## **Chaordix**

"Openness is at the core of what we do at Chaordix; crowdsourcing is a democratic process in itself because intelligent answers and solutions occur when you invite and synthesize input from diverse and passionate individuals," said Shelley Kuipers, Founder and CEO of Chaordix. "For a third year, we're honoured to have been recognized by WorldBlu. At a global tech startup like Chaordix, it's always all-hands-on-deck and every single member of the team is part of our success."

Chaordix is the global standard in crowd sourced market intelligence. Chaordix uses the power of crowdsourcing to help the world's leading companies and organizations gain business insight and competitive advantage. Our Crowd Intelligence™ community solutions are helping clients such as E.ON, IBM, The Government of Ireland, Orange, P&G, and PwC leverage our unique crowdsourcing techniques and technology to drive market research, brand loyalty and innovation. Visit [www.chaordix.com](http://www.chaordix.com) to find out more.

## **LEARN Quebec**

"LEARN is a non-profit educational organization with a vision to become a beacon for excellence in education both in its community and globally," says Michael Canuel, CEO of LEARN Quebec. "The organization recognizes that such a vision depends on its ability to optimize its human capital and to create a working environment, which allows it to function, unshackled, organically, and dynamically. Leadership at LEARN is distributed and embraced at all levels. In so doing, there is not only ownership, but also commitment to the fulfilment of the organization's vision. WorldBlu's recognition of LEARN as a Democratic Workplace is both rewarding and a matter of pride for those who make up the entire team."

LEARN is an educational foundation supported in part by funding from the Quebec-Canada Entente for Minority Language Education that: offers e-learning services and support to all English school boards, private schools, community organizations and the private sector throughout all of Quebec; supports and promotes pedagogical collaboration and innovation using information technology; and works to model best practices, and publishes quality learning materials to support educators who are implementing competency-based practices in the classroom. Visit [www.learnquebec.ca](http://www.learnquebec.ca) to find out more.

## **Salesforce Rypple**

"Rypple's social performance management application is designed to help businesses and organizations build more collaborative, transparent, and effective workplaces," said Salesforce Rypple Co-Founder Daniel Debow. "We strive to create the same kind of open, democratic work environment for our people, which makes this recognition from WorldBlu especially meaningful."

Rypple is a cloud-based social performance management application that uses the latest social apps to help business leaders, managers, and individuals improve their performance through social goal-setting, continuous coaching, real-time feedback and meaningful recognition. Thousands of high-performing organizations use Rypple, including Facebook, Spotify, and LivingSocial. Visit [www.rypple.com](http://www.rypple.com) to find out more.

## **TakingITGlobal**

"The greatest benefit to practicing organizational democracy in the workplace is increased employee and volunteer engagement. Creating a dynamic where voices are heard and ideas are put into action, contributes to an adaptive, relevant and energizing atmosphere where levels of motivation are high. Ultimately, this leads to greater levels of commitment, resourcefulness and project level success." Jennifer Corriero, Executive Director, TakingITGlobal

TakingITGlobal provides innovative global education programs that empower youth to understand and act on the world's greatest challenges. Often described as a "social network for social good," the award-winning [www.tigweb.org](http://www.tigweb.org) is available in 13 languages and offers a diverse set of educational resources and action tools intended to inspire, inform and involve. Since being founded as a charity by two young Canadians in 2000, 30 million people have accessed the website to learn, grow and realize their potential. Visit [www.tigweb.org](http://www.tigweb.org) to find out more.

## **WorldBlu**

WorldBlu has offices throughout the US and UK and specializes in organizational democracy and freedom-centered leadership with organizational and individual members in over 70 countries worldwide. Founded in 1997, WorldBlu's vision is to see one billion people working in free and democratic workplaces worldwide. For more information, attend the WorldBlu LIVE: Spreading Freedom at Work global conference in Denver, May 15-16, 2013 or visit the WorldBlu website at <http://www.worldblu.com>

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