



## Zipline Logistics

2300 W. Fifth Ave.

Columbus, Ohio

888-469-4754

[ziplinelogistics.com](http://ziplinelogistics.com)

President: **Andrew Lynch**

CEO: **Walter Lynch**

Employees: **65**

Founded: **2007**

BBB accredited: **2009**

About: A digitally enabled, managed transportation partner that specializes in consumer goods, Zipline has clients ranging from up-and-coming brands to some of the largest consumer product businesses in the world.

Each month, Better Business Bureau Serving Central Ohio is recognizing a local business that exemplifies one of its six TRUST! principles, the framework on which the BBB's Torch Awards for Ethics are evaluated. This month, 2016 Torch Award Recipient Zipline Logistics showcases the principle of "Steer Performance," in which leaders guide organizational performance by implementing high competency management practices. To learn more about BBB's TRUST! Framework or for a tool to assess your organizational integrity, visit [bbbbuildtrust.org](http://bbbbuildtrust.org).

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# TRUST! Spotlight on Zipline Logistics

Recognizing local leaders for ethical business practices

**Your team won the Torch Awards for your best practice that centers around the TRUST principle, "Steer Performance." How do you define this principle within your organization?**

Communication, one of our guiding principles, is baked into our office culture. Founding partners are readily available and engaged, sitting directly with teams in our open-office floor plan. Leadership is also deliberately transparent, hosting regular Town Halls, monthly group sessions with CEO Walter Lynch, quarterly employee reviews and daily team "huddles" focused on group problem-solving, goal-setting and task prioritization.

We make job duties clear by leveraging software and web tools to showcase and describe tasks in detail. We also run quarterly and annual performance reviews, leveraging job duties as guidelines and setting goals and job functions as tasks in those tools. We also create company-wide goals based

on our business values and build out tasks based on these overarching objectives. Leadership reevaluates objectives quarterly, and adjustments are made as needed.

**What is the process to determine the expectations and standards for your team members?**

Managers are trained to accept mistakes and use them as jumping-off points for growth and learning. New goals are tracked in Action Management Plans (AMPs), and specific tasks for improvement are generated in our software and web tools. We believe that fostering a safe and supportive environment leads to more autonomy, empowerment, success and forward-thinking.

**How do you communicate these expectations to employees?**

We have a very nimble office that understands and expects change. As we continue to grow, we must

adjust standard operating procedures and change job functions on a regular basis. We communicate these changes via email, internal software, weekly slideshows, in-person trainings, monthly business updates, Q&A sessions and more.

To keep everyone accountable to expectations and performance goals, we have gamified metric tracking. Metrics are ranked, and animated photos of employees are shown on televisions throughout the office. Rankings change throughout the day, and winners are rewarded every week.

**How do you empower employees to help shape the expectations and culture of your organization?**

All Zipliners are empowered to submit process and office improvement ideas via the company's Innovation Lab. No suggestions are off-limits. In its first year, the Innovation Lab received 160-plus submissions, ranging from ideas for department restructuring to kitchen amenity requests. Because leadership reviews submissions monthly, changes can be implemented quickly.

Additionally, CEO Walter Lynch holds monthly open discussions where employees can ask questions. Lynch offers answers that are clear and informative, keeping employees involved and in-the-know. Executives are also easily accessible, approachable and available to all employees for one-on-one communication.

Left to right: BBB's Kip Morse with Zipline's Wally Lynch, Andrew Lynch and Roberta Albert



