



# Objective Paradigm teamed up with G2 Gives to give back to their local community



Headquartered in the heart of Chicago, IL, Objective Paradigm is a growing recruiting firm focused on being the most respected and effective in the industry. They have a reputation of donating their time and efforts to various charities and community groups such as Feeding America, T4 Youth, and the Greater Chicago Food Depository. When they heard of the new initiative for G2 Gives and the Chicago Tech Academy, they were eager to jump on board and help their neighbors right in their own hometown.

G2 Crowd is a Chicago based company empowering business professionals with real-time unbiased reviews. Their mission is to provide the insights business professionals need to gain confidence in their buying decisions through their leading review platform. Based on one of their company values, **Be Compassionate and Authentic**, their new program, **G2 Gives**, bridges the gap between the software and nonprofit communities by offering nonprofits a variety of benefits, including raising funds for their organization.

## The Initiative

G2 Crowd announced a partnership with the Illinois Technology Association (ITA) to raise \$100,000 for the Chicago Technology Academy High School (ChiTech), in which G2 Crowd will donate \$10 for each complete and verified review. The funds will be used to support reaching a \$500,000 fundraising goal to ensure students continue to receive the same high-level education. Some of the unique opportunities offered by ChiTech include project-based learning, real-world learning opportunities, STEM education and entrepreneurial initiatives. As a result, the school has become known not just in Chicago but throughout the country.

## Running an Internal Review Campaign

The software used by a company's employees powers their ability to contribute to organizational goals and growth. However, the decision makers are often not the ones who regularly use the software, which can result in companies losing an understanding of whether the technology they purchased is working for them or limiting

THE RESULTS		
103 Reviews Generated	\$1,030 donated to the Chicago Tech Academy	Assisted 103 Students Growing their Education

To date, Objective Paradigm employees have helped 103 ChiTech students.

*"G2 is a fantastic platform that supports our own mission of transparency in software performance and delivery of services. The exercise of evaluating the tools we use gave our team additional insight into what works and what maybe isn't working as well as we thought it was. By providing honest info we were able to review our own practices as well as drive funds for Chicago Tech Academy, now that's a win-win!"*

Ryan Pollock, Managing Partner - Objective Paradigm

success. Objective Paradigm encouraged their employees to review the software that they used professionally. G2 Crowd provided the company with a report on their team's feedback compared to industry averages from G2 Crowd data. They were able to observe how their employees felt about the tools they used while providing an easy way for the team to collectively support ChiTech.

### The Action Plan and Results

Objective Paradigm took this opportunity to gather feedback from their 55 employees on their personal experiences with the company's choice of software and give back at the same time. They started by announcing the campaign and goal to their employees, and later distributed the G2 Crowd landing page for employees to share their reviews. To date, Objective Paradigm employees have helped 103 ChiTech students expand their education by writing a total of 103 reviews, raising \$1,030 for ITA with additional reviews and funds continuing to grow!