



Renegades Engagement Survey



Background

To ensure that Renegades is heading in the right direction, from a people perspective, a survey has been conducted on players and staff members.

The purpose of this survey to gauge the player/staff perception on Renegades as a brand, it's leadership and management as well as understanding if the current process is effective.

The survey is broken down into 5 segments:

- Individual Feelings & Beliefs
- Enablement
- Leadership & Company
- Management & Team
- Stop, Start & Keep



Individual Feelings & Belief



Individual Feelings & Beliefs

This segment is to understand our player and staff perception of Renegades, ie, are they proud to be representing Renegades as an esports organisation.

The questions asked were:

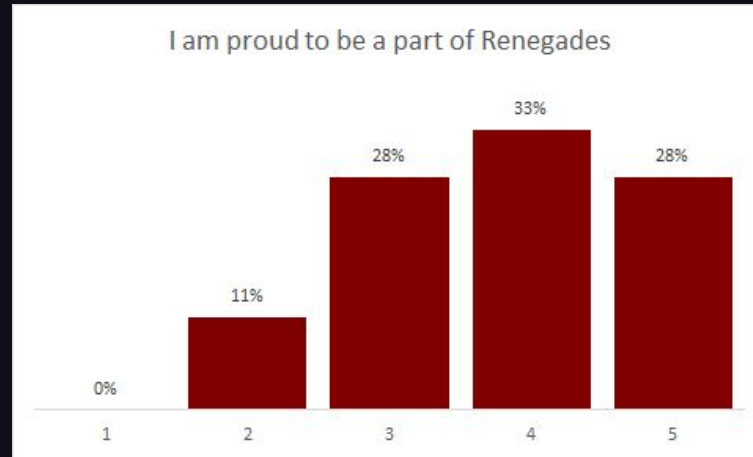
- I am proud to be a part of Renegades
- I would recommend Renegades as a great esports organisation
- I rarely think about looking for (another) esports organisation
- I see myself still in Renegades in 1 years time

These questions were scored as per below:



Individual Feelings & Beliefs

Q1: I am proud to be a part of Renegades



61% of our players/staff are proud to be a part of Renegades
28% of our players/staff are neutral
11% of our players/staff are not proud to be a part of Renegade

Individual Feelings & Beliefs

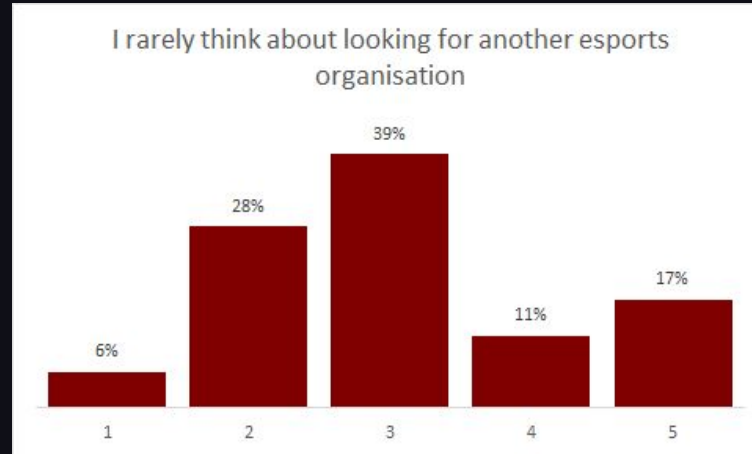
Q2: I would recommend Renegades as a great esports organisation



44% of our players/staff would recommend Renegades as a great esports organisation
17% of our players/staff are neutral
39% of our players/staff would not recommend Renegades as a great esports organisation

Individual Feelings & Beliefs

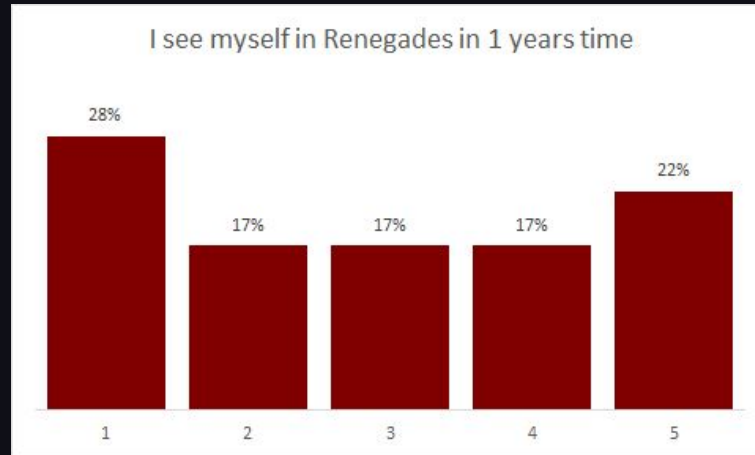
Q3: I rarely think about looking for (another) esports organisation



28% of our players/staff do not think about looking at another esports organisation
39% of our players/staff are unsure
34% of our players/staff have/are thinking about looking for another esports organisation

Individual Feelings & Beliefs

Q4: I see myself still in Renegades in 1 years time



39% of our players/staff see themselves still in Renegades in a year's time

17% of our players/staff are unsure

45% of our players/staff don't see themselves in Renegades in a year's time



Individual Feelings & Beliefs

The common themes that came out of the feedback were:

- Lack of trust and care between player/staff and organisation
- Staff/player feel like this is just a business transaction and not a “family” that they are a part of

Verbatim(s):

- *“Doesn’t feel like a team when you don’t know the team”*
- *“Can I in wholesome faith recommend the organization compared to other organizations? - No. There sure are some good moments in this organization but that’s very rare indeed.”*
- *“Renegades was a great org if they cared about us earlier”*
- *“I never know if I really am a part of an organization, and only sometimes do I feel like I’m a part of a family that cares about me and my success.”*

Call to action:

- Organisation chart that everyone within Renegades can view
- Weekly meetings with each team
- Monthly or Bi-monthly meetings with every team
- Cross player engagement and content plan



Enablement



Enablement

This segment is to understand whether we have the platform, tools and support to best equip our player/staffs to perform to the best of their ability

The questions asked were:

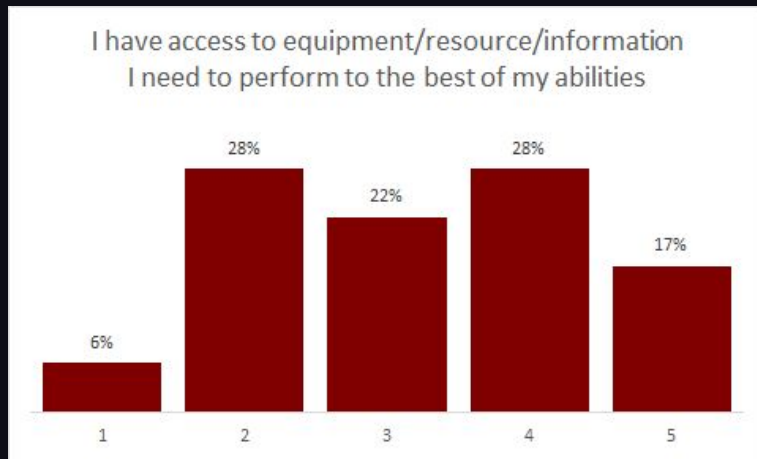
- I have access to equipment/resource/information I need to perform to the best of my abilities
- Most of the systems and processes here support us getting out work done effectively
- My work is well recognised
- I feel inspired to do my best

These questions were scored as per below:



Enablement

Q5: I have access to equipment/resource/information I need to perform to the best of my abilities



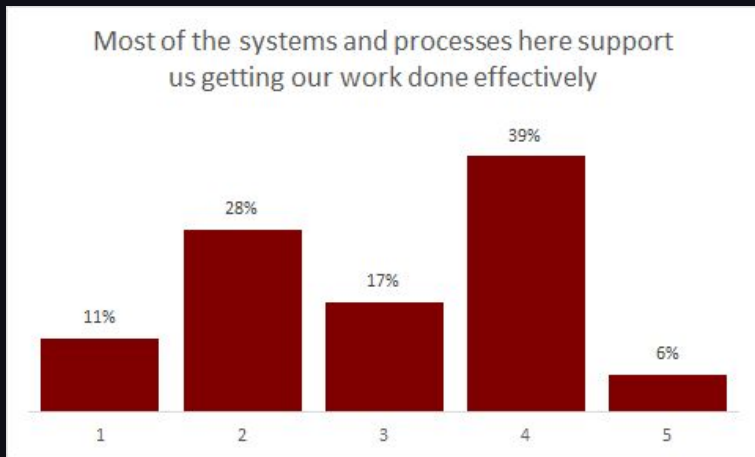
45% of our players/staff believe they have the equipment/resource/information to perform to the best of their abilities

22% of our players/staff are unsure

32% of our players/staff don't believe they have the equipment/resource/information to perform to the best of their abilities

Enablement

Q6: Most of the systems and processes here support us getting our work done effectively



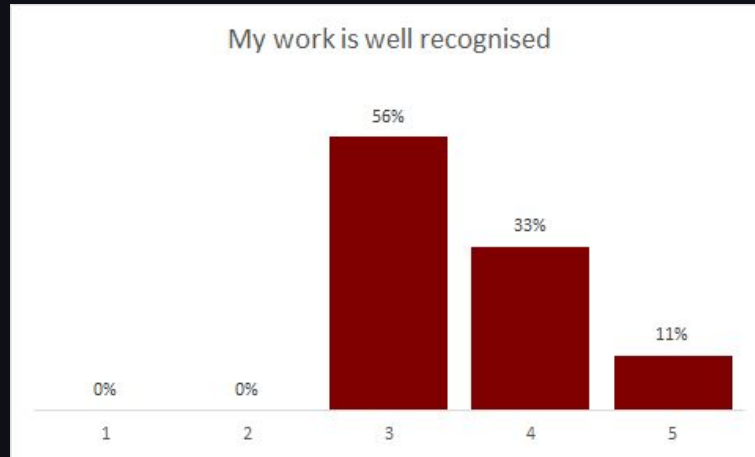
45% of our players/staff agree that the system/processes are working

22% of our players/staff are unsure

32% of our players/staff don't agree that the system/processes are working

Enablement

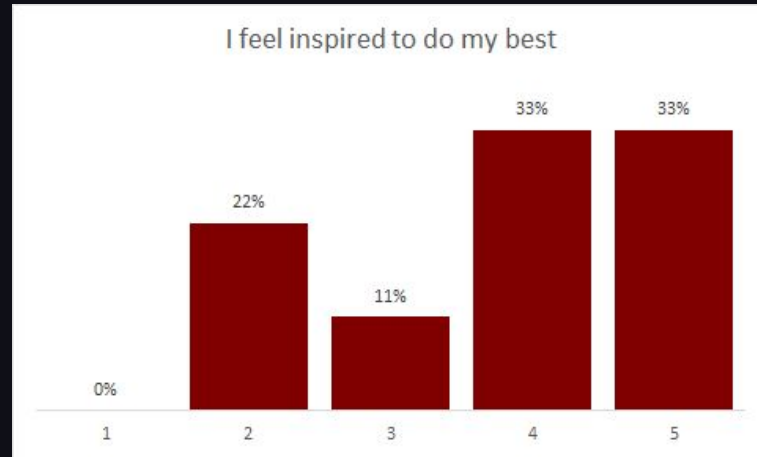
Q7: My work is well recognised



44% of our players/staff feel that their work is recognised
56% of our players/staff are unsure

Enablement

Q8: I feel inspired to do my best



66% of our players/staff feel inspired to do their best

11% of our players/staff are unsure

22% of our players/staff feel uninspired



Enablement

The common themes that came out of the feedback were:

- Last minute decisions making needs to stop
- Planning in advanced for events/tournaments

Verbatim(s):

- *“There aren’t really any systems or processes that aren’t a decent development. It all comes down to last minute stuff.”*
- *“There is little processes put in place, little direction that is constantly changing and last minute bookings for flights and accommodation. Things aren’t properly thought out and planned.”*
- *“I have never personally asked for any equipment or anything related, but I know a few of my teammates requested monitors and graphics cards awhile back but unfortunately never received them.”*

Call to action:

- Refer to strategy pack on roles and responsibilities
- Lead time and expectations on everything - salary, reimbursements, flights & accommodation, bootcamping. This comes from planning in advanced and setting budget aside per quarter for events/tournaments.



Leadership & Company



Leadership & Company

This segment is to understand whether there is direction from the top down and what is the perception of leadership. That is, what is the overall Company vision and motto and does this sentiment align to our players/staff.

NB: Leadership in this case is the ownership group

The questions asked were:

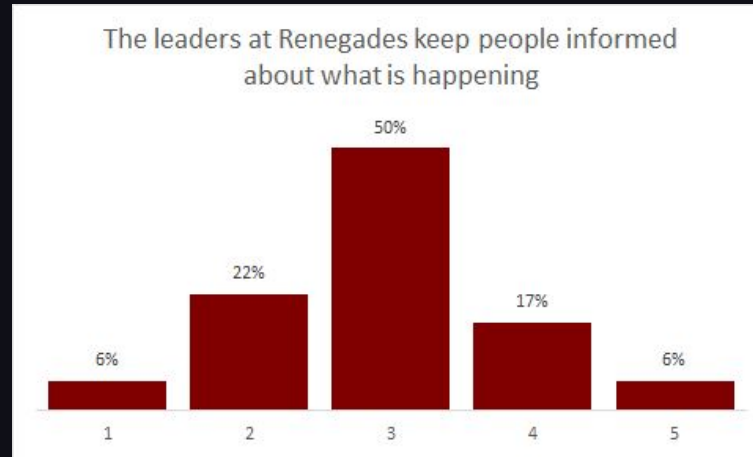
- The leaders at Renegades keep people informed about what is happening
- The leaders at Renegades have communicated a vision that motivates me
- I feel aligned with the company goals
- I believe in our leadership's approach to achieving these goals

These questions were scored as per below:



Leadership & Company

Q8: The leaders at Renegades keep people informed about what is happening



23% of our players/staff feel leadership keep them informed

50% of our players/staff are unsure

28% of our players/staff feel that leadership do not keep them informed

Leadership & Company

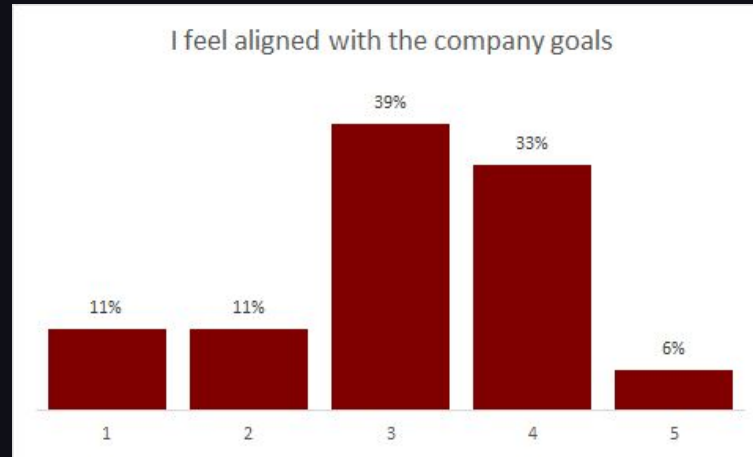
Q9: The leaders at Renegades have communicated a vision that motivates me



39% of our players/staff feel aligned to the vision that the leaders have shared
28% of our players/staff are unsure
44% of our players/staff don't feel aligned to the vision that the leaders have shared

Leadership & Company

Q10: I feel aligned with the company goals



39% of our players/staff feel aligned to the company's goals

39% of our players/staff are unsure

22% of our players/staff don't feel aligned to the company's goals

Leadership & Company

Q11: I believe in our leadership's approach to achieving these goals



28% of our players/staff believe in the approach taken by leadership to achieve the company's goals

39% of our players/staff are unsure

33% of our players/staff don't believe in the approach taken by leadership to achieve the company's goals



Leadership & Company

The common themes that came out of the feedback were:

- Company goals/vision is unclear
- Lack of ownership visibility/presence within the organisation

Verbatim(s):

- *“I have no idea what the Renegades goals are, and no idea what the company vision is. I have received no guidance on that whatsoever.”*
- *“Never really had a conversation with the leaders in renegades and have no idea what the company goals are”*
- *“This seems all over the place. Nothing is certain. The leadership seems like they don’t care to be apart of the esports and gaming community at all.”*

Call to action:

- A bi-monthly or quarterly communication aimed to talk to players/staff about what’s going on in Renegades. It could be a vlog, newsletter or a blog.
- Define what is Renegade’s vision, goals and motto



Management & Team



Management & Team

This segment is to understand whether management and staff are providing the required support to players and to close any identified gaps

The questions asked were:

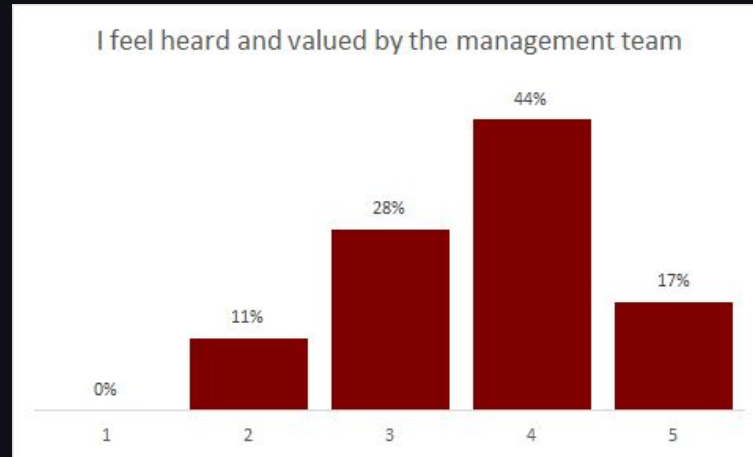
- I feel heard and valued by the management team
- I trust management and staff
- I believe in our management and staff team's vision and purpose

These questions were scored as per below:



Management & Team

Q12: I feel heard and valued by the management team



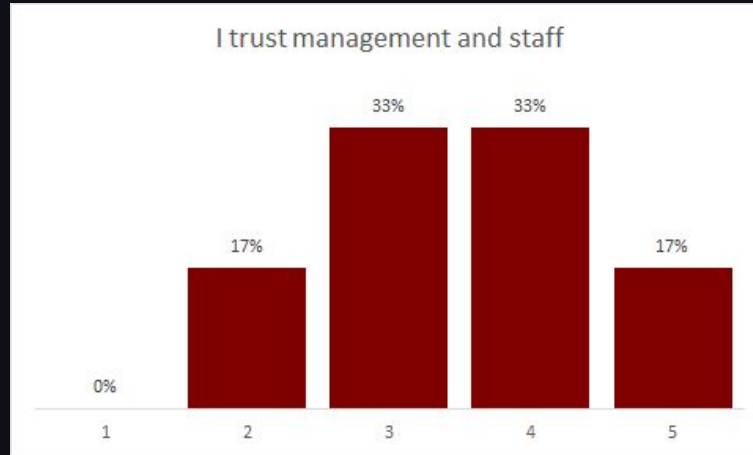
61% of our players/staff feel heard and valued by the management team

28% of our players/staff are unsure

11% of our players/staff don't feel heard and valued by the management team

Management & Team

Q13: I trust management and staff



50% of our players/staff trust management and staff

33% of our players/staff are unsure

17% of our players/staff don't trust management and staff

Management & Team

Q14: I believe in our management and staff team's vision and purpose



61% of our players/staff believe in management and staff team's vision and purpose
17% of our players/staff are unsure
22% of our players/staff don't believe in management and staff team's vision and purpose



Management & Team

The common themes that came out of the feedback were:

- Promises made being broken
- Communication has been getting a lot better, especially in the second half of the year
- Lack of vision and purpose

Verbatim(s):

- *"The staff communicate with me way more than the leadership do. I actually feel heard and wanted by the staff."*
- *"I don't trust yet because there's been too many times where something has been said and has not been done"*
- *"I know our management and staff hear me considering I've yelled at them enough before to hear me. However I have very little trust and faith in what comes out of my managements mouth due to failure to deliver promises. I also hear a lot of talks about change and never true conversations about how change is being executed."*

Call to action:

- Once company vision and goals have been set, team to create their sub-vision goals to align to company's vision and goals.
- Prior planning for events and tournaments coupled with content action plan
- Reporting to ownership to keep them in the loop and in turn players in the loop



Net Promoter Score (NPS)

Using the Net Promoter Score (NPS) to calculate each segment, we can keep ourselves accountable to further improve Renegades from all aspects to become the most trusted and loved organisation within the esports industry.

The range for NPS is -100 and +100, where:

- Above 0 is considered “good”
- +50 is “excellent”
- +70 is considered “world class”.

Based from our survey results:

- Individual Feelings & Belief: +11 NPS
- Enablement: +22 NPS
- Leadership & Company: 0 NPS
- Management & Team: +41 NPS

Overall score: **+18 NPS**

From the above scorings, we can establish a baseline and work to further pushing the scale closer to +70 as a goal



Stop, Start & Keep



Stop, Start & Keep

From player and staff feedback, we can also understand what they believe isn't working, what is working and what should be done.

The purpose of this questionnaire is to address any pain points within the organisation, recognise what is currently working and continue to do that and lastly, to bring in ideas, processes and implement what is needed to ensure that the organisation continues to operate in an efficient manner.



Stop

Common themes for 'Stop':

- Promising something and not delivering later
- Last minute planning and decision making
- Talking to one specific person and talk to the whole team
- Assumptions of what people do
- Keeping staff out of the loop until last minute
- Booking flights and accommodation last minute
- Holding back information

Verbatim(s)

- *"Last minute decision making"*
- *"Stop turning low priorities into high priorities."*
- *"Saying things you can't do and just be straight up with what's possible and not don't give false hope"*
- *"Not having clear processes and people who are responsible for things. Ignoring deadlines."*



Start

Common themes for 'Start':

- Long term planning
- Cross communication between teams, staff, management, ownership
- Periodic meetings with the entire organisation
- More inclusivity with other teams
- Paying more attention to player needs or a mutual agreement
- Equipment support
- Proper staffing infrastructure to support the needs of a growing organisation

Verbatim(s):

- *“Long term planning, 6 months to a year in advanced. Proper content structure, there is little presence and direction - have a production team or at least allow current staff to travel and create the content. Focus on the staff and players development and well being, that will in turn return on numbers and revenue down the line. Equipment support from our investors like Alienware and Respawn. Consistent and transparent communication and messaging from the top down. Jonas' involvement in some capacity. Clearer accountability and responsibilities.”*



Keep

Common themes for 'Keep':

- Staff and Management team
- Graphics and brand
- Communication
- Weekly meetings

Verbatim(s):

- *"The staff hired for the later half of the year, they were a pleasure to work with and really the saviours of our relation to the org."*
- *"Constant communication & access to the staff is still good, being able to easily talk to other staff/comment on work is fine. Brand still feels strong."*
- *"Communicating with the players, it's the only thing we can ask for and expect."*
- *"Having open discussions and communication between staff for ideas etc."*
- *"Keep staff and management since they are doing an amazing job."*



Next steps (focus)

Based off of the lowest rated questions we can find out where the pain points are and address them accordingly.

- Vision and purpose: Update and to be displayed on website in place of <https://www.renegadespro.com/pages/about-us>
- Ownership communication: a bi-monthly or quarterly update from ownership on what is going on around the world of Renegades and their key focus for that quarter. Staff to assist.
- Processes:
 - Planning a head for events/tournaments so that players do not have to worry last minute about flights and accommodation.
 - Content team to plan and map out a content storyline for each team with the events/tournaments taken into consideration and do also follow teams to events to record content.
 - Initial step, sozo and staff team to finish roadmap to present to ownership
- Equipment support for players