



*“From day one I have used Bunch for every single hire. Now my team is highly aligned and rocking it!”*

*– Sebastian Müller, CEO of HALM*



### About HALM

HALM produces safe, re-usable, break-resistant glass straws that improve your taste experience while reducing the plastic in our oceans. Founded in 2016, HALM is based in Berlin, Germany. 50% of their revenues support non-profit cleanup, education, and research projects on the subject of plastic waste and its prevention.

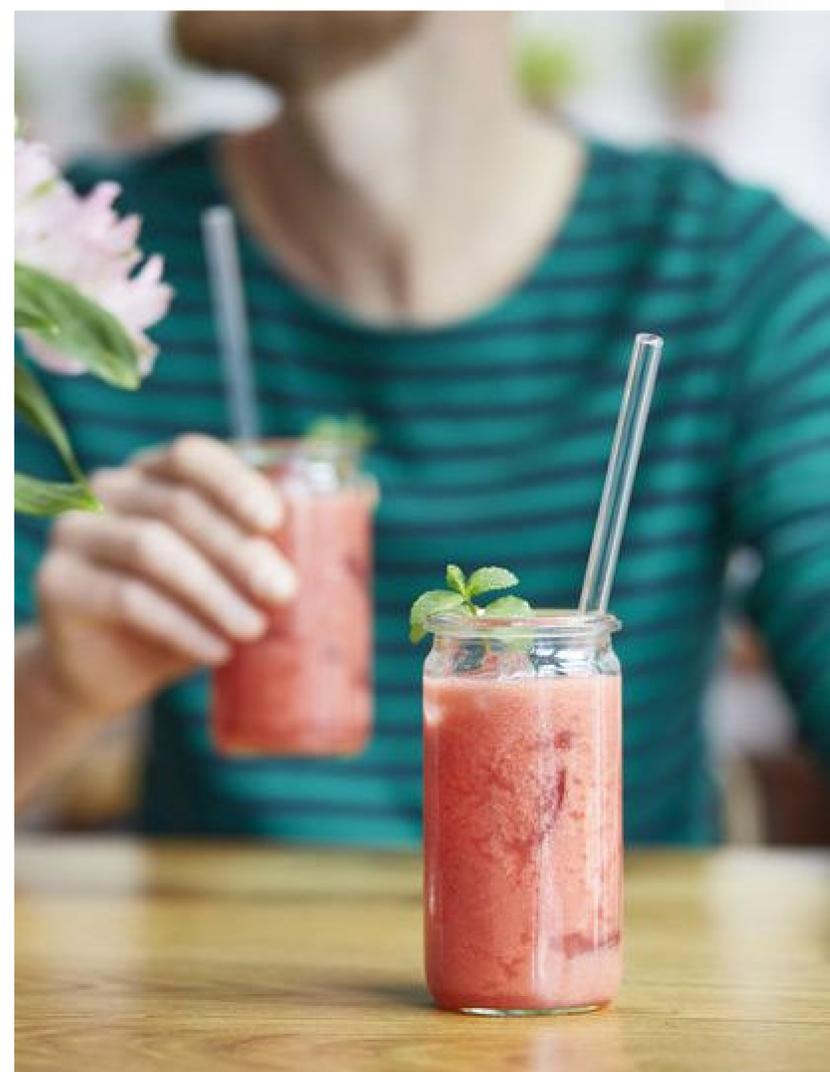
[www.halm.co](http://www.halm.co)

## The problem

During its first year, HALM began growing very quickly. The need to scale the company created a challenge for HALM CEO Sebastian Müller, who did not want to sacrifice culture for the sake of faster hiring. In fact, before they started to scale Sebastian feared ignoring the evolution of team culture would mean long-term issues for the company's success.

*“It felt like I was in a team without culture, and that impacted everything we did.”*

*– Sebastian Müller, CEO of HALM*



## The solution

HALM became one of Bunch's very first customers following its launch. Before he even began hiring, Sebastian used the Bunch assessment to get some insights into his own cultural priorities. He then used Bunch to make his first hires.

By combining the data from candidates' Bunch profiles with their CV's, Sebastian could easily identify the people who shared his cultural priorities and connect with them through more personal and productive interviews. As the team grew, Sebastian was able to set expectations right up front about cultural targets and priorities. This led to a strong team culture.

Once this hiring was underway, Sebastian used Bunch's data on "possible conflict areas" to design initiatives promoting introspection and alignment.

"When hiring I combine my personal opinion of a candidate with what the Bunch assessment tells me, then I share their assessment results with the rest of the team and together we come to a decision."

- Sebastian Müller, CEO of HALM

## The results

HALM hired 5 new team members in the first few months of using Bunch, scaling and defining its culture along the way. According to Sebastian, 99.9% of candidates who took the assessment said the results "were them". As HALM grows, Sebastian and his team continue to use Bunch insights to back up hiring decisions with science and data. HALM's team, built around cultural alignment, has managed to keep up with growing production and sales demands, while increasing overall efficiency and team satisfaction.

In the future Sebastian intends to expand HALM's use of Bunch to inform conflict resolution, culture workshops, and interdepartmental communication as HALM continues to grow.

"I would definitely recommend every company to use Bunch. Having more knowledge about yourself or your team can only ever increase the capability of that team. We could all benefit from investing in team culture"

- Sebastian Müller, CEO of HALM

