miro × **myob**

How MYOB created alignment with Miro

MYOB at-a-glance

2,000+
Miro users

100%
Employee adoption rate

20%
Boost in employee understanding of strategy & contribution to performance

Highlights

Problem

As a company with many employees across Australia and New Zealand, keeping the team unified has been exacerbated by remote work. The challenge was simple to identify but hard to solve: teams couldn't get a big picture of work across the organisation.

Solution

MYOB uses Miro to unify their tech stack to bring teams and projects together. This also creates a more level playing field for teammates in different locations and with different approaches to work.

Results

MYOB has seen a 20% increase in engagement data around people's understanding of strategy, performance, and clarity of expectations. In addition, there has been a reduction in the adoption of incremental tools since Miro has been able to solve for a broad range of needs.

"Miro is intuitive, accessible, and provides a harmonious set of tools we are using as an organisation."

Helen Lea
Chief Employee Experience Officer and Government Policy Lead at MYOB

MYOB is a leading business management platform with a core purpose of helping more businesses in Australia and New Zealand start, survive, and succeed. It delivers end-to-end business, financial and accounting solutions direct to businesses employing between 0 and 1000 employees, alongside a network of accountants, bookkeepers and consultants.

Find out how Chief Employee Experience Officer Helen Lea and her team are transforming the ways of working at MYOB to create better outcomes for customers.

Creating an equitable, connected hybrid work experience

Teams at MYOB have been distributed across multiple time zones for a long time. But when the company went fully remote during the pandemic, a picture of true digital equity became clearer. Since returning to offices, the MYOB employee experience team has been committed to carrying over this important dynamic, looking closely at their tech stack to ensure their tools help level the playing field for employees.

Miro presented a clear way to bring teams together — whether they needed to ideate as though they were using a whiteboard or sharing project status. Teams at MYOB quickly saw many ways that Miro could drive efficiencies and improve alignment. In fact, alongside the company's tools and procedures, Helen states that Miro has served as a main driver for better collaborative work practices across the company. Importantly, Miro was easy to adopt for teammates in every discipline, even for non-technical teams.

The power of ongoing asynchronous collaboration

Meetings are a common cause of packed schedules, no matter what business or industry you work in. But teams at MYOB realised that in order to more efficiently execute the real work of solving problems, it was much more worthwhile to frame a problem and propose solutions in a live meeting, and then give everyone independent focus time to think through how to resolve it. Says Helen, "By the time we come back together, the issue has moved along or an idea has been generated so we can move forward."

Tools like Miro allow people at MYOB to work at their own pace and solve problems using different approaches. Having the issue presented in a shared space such as a Miro board makes it available for commentary, reflection, and contribution over a period of time. This type of ongoing asynchronous engagement has allowed the MYOB team to action problems more efficiently and effectively.

Asynchronous work also allows for the voices of introverts to contribute more strongly to interactive problem solving — even outside of meetings. "These voices are heard in a way they weren't heard before," says Helen. This allows MYOB to bring together a diverse range of perspectives to drive the best possible outcomes.

Delivering visibility and accountability across the org

MYOB practices Agile rituals such as 90-day planning cycles and "wall walks" where teams share current projects and status in a visual way. When these wall walks went virtual, they expanded to hundreds of participants from across the organisation.

Using a Miro board to share project status and blockers in the wall walk, leaders at MYOB have the opportunity to look across every vertical and segment to understand gaps or obstacles and see how the business is performing.

Plus, other teams have the ability to assess issues and see how they can collectively jump in to help resolve them. In this way, individuals at all levels and with a range of perspectives have the opportunity to understand and give input on the work being done cross-functionally.

Importantly, teams use wall walks as a platform to share everything—and leadership takes the opportunity to encourage the team to share challenges alongside successes

Says Helen "This approach has cascaded and been absorbed across the organisation. It bubbles up and bubbles down, and is at the core of the way we work."

Working together in Miro has brought an additional level of integration across parts of MYOB's business. With a wide range of engaged team members, MYOB is able to share knowledge and create a product that helps their team better serve customers.

"What we found is Miro established itself really quickly, easily, and organically in the collaboration space at MYOB because it's so much easier to use for non-technical teams."

Helen Lea
Chief Employee Experience Officer and Government Policy Lead at MYOB

Learn more about Miro →

Watch Helen's interview→

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