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Kickstarter Case Studies

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Kickstarter and Unlimited Vacation

Among the many benefits mentioned in this case, the most important ones that can help keep Kickstarter's employees engaged are the paid health insurance and the education stipends. As health insurance reform evolves and impacts the lives and budgets of people and groups, health insurance via employment is a much more valued benefit. It might be reassuring to have a significant amount of medical expenses covered by an employer's compensation package. After all, a worker lacking medical insurance could be bankrupted with just one serious illness or accident and may lack the motivation to perform his employment duties. According to Noe et al. (2017), employer-paid medical insurance takes the employees' burden, who no longer worry about the amount they will pay from their pockets. In addition to that, creating a corporate culture that supports and values constant innovation and learning is critical to keeping people motivated. Employees are more likely to look beyond their primary responsibilities, take on broader initiatives, and participate in business strategy if the company fosters a culture of continual learning.

Kickstarter did not give its staff limitless vacation days since it was unbothered about their well-being. On the opposite, it did so to assist its workers in determining the most suitable vacation time for the year. The corporation became worried because its staff had set aside minimal time for vacations. As a result, the corporation imposed a 25-day restriction every year to give employees a sense of how long they should take off annually. Holidays and paid time off are two of the most powerful motivational tools available to businesses. Employees, on the other hand, should not take too many or too few paid holidays. Companies should plan employee benefits in a way that is beneficial to both the individual and the employer. In this situation, the

quality of work-life and the 25 days of vacations per year provided by Kickstarter can keep the employees engaged.

Reference

Noe, R. A., Hollenbeck, J. R., Gerhart, B. A., & Wright, P. M. (2017). Fundamentals of human resource management.

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