

Second round coding  
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1 Names and definitions

R - Interviewer;

J – Interviewee;

■ – Relevant.

<c></c> - Communication

<h></h> - Hierarchy

<t></t> - Task

<p></p> - Processes

<g></g> - Goal

<s></s> - Structure

<a></a> - Assets

2 Transcription and coding

[00:02] R: Today is the 17th of November, my name is R\* S\* and I am interviewing J\* B\*. We will be talking about the organization J\* is working in. So J\* please tell us about yourself in few words.

[00:19] J: Well my <s>organization</s> is <s>D\*</s>, I've started it in 2009 and we are doing <g>web design</g> and <g>online marketing</g>. We are <s>currently expanding with more <a><h>personnel</h></a></s>. So that's about the <s>company</s>. I've studied artificial intelligence in Nijmegen and I did not finish the bachelor and I almost finished it and started my company with some <a>intelligence</a> I've got from my bachelors thesis I was working on.

[01:06] R: So this work in D\* is your first experience in IT?

[01:13] J: No, I've also worked with <s>T\*</s> for about 2 to 3 years and they also did <g>online marketing</g>, <g>internet marketing</g>. There I learned <a>basics of how that was done</a>.

[01:31] R: Ok, so what are your responsibilities in your current position?

[01:36] J: I'm the <h>owner of the <s>company</s></h>, so I've got <t>full responsibility</t> and <t>almost everything</t>, the <p>customer always comes to me</p>.

[01:50] R: How big is your company?

[01:52] J: In what size do you mean?

[01:54] R: Employees.

[01:55] J: Currently we have <s>3 <a> <h> employees </h> </a> and 1 <a> <h> freelancer </h> </a></s>.

[02:01] R: Ok and you play the role of a <h>manager</h>?

[02:04] J: Yes.

[02:06] R: Great. And now I would like to ask some questions about communication inside your company.

[02:15] J: Ok.

[02:16] R: This is the question – would you be able to do your work without communicating with your colleagues?

[02:23] J: No, absolutely no.

[02:27] R: What would go wrong if there would be no communication?

[02:30] J: They wouldn't know <t>what to do</t> exactly then and <p>how the work would be done</p>. So you need to know something before you can start. And also without communication they would not know about the <t>targets of the customer</t>, some tips or changes in the <a>Google engine</a>. You just need to know that.

[03:01] R: And with whom do you communicate in your company?

[03:04] J: With my <a><h>personnel</h></a>.

[03:07] R: With all your personnel directly?

[03:09] J: Yes.

[03:10] R: And what are the preferred means of communication?

[03:14] J: One <s>employee</s> works home currently for last 2 weeks so we communicate over <c><a>e-mail<a></c>. With the rest they work here at the office so we can <c>communicate directly</c>.

[03:32] R: So you said that your employees are in 2 different places.

[03:38] J: Yes.

[03:38] R: But do you have any organizational...

[03:41] J: Yes, we have 2 <c> <a>systems</a> </c>. One is an <c><a>open ERP system</a></c> that <p>maintains their tasks and their hours</pr>. So we can start the task, so they will know what they should do and they also can feel that with hours. And the other one is the <c><a>Wiki</a></c> and we are currently still working on that. That's central place for the information we learn and just a sort of Wikipedia for our business.

[04:19] R: So do you think there is a place for evolution in this communication field? Any additional sources?

[04:27] J: Yes, always. I think there is always room for improvement and there is always room for easier. Because system we have is not very easy. But there is always room for that.

[04:48] R: Ok, and what are the main parts of your organization?

[04:52] J: In what aspect?

[04:53] R: In aspect defying business tasks or groups of people organizes to do-perform some tasks.

[05:03] J: Main task is <t>linkbuilding</t> and that is to <p>e-mail webmasters of different sites to ask if they can place a link on their website to the site of the customer</p>. So this way the <g>customer gets more and more links and will be more visible in Google search engine</g>.

[05:28] R: And do you have any different business models or just linkbuilding?

[05:34] J: No, we have different tasks. Sometimes it's <t>writing texts</t> or sometimes it's <t>improving the internal structure</t> or <t>information gathering</t>. There are different, for example <t>programming</t>, <p>program Java applications</p>. We have a lot of <t>technical aspects</t> here.

[06:02] R: But is there a clear distinction between these parts or everyone is doing everything?

[06:08] J: No, no. There is a pretty clear distinction because some people are more talented for <s>writing text</s> and some are more talented for <s>working systematically</s> and some are more talented for <s>organizing programs</s> and some are talented for <s>programing</s>.

[06:32] R: And witch part is the most important in daily affairs?

[06:41] J: I don't think there is one part. The <g>most important are the customers, so their website is visible in Google</g> or <g>web design of the customer</g>. So there is no specific part that is most important.

[07:05] R: Ok, and what about hierarchical structure of the company? Do you have any?

[07:14] J: Yes, there is <h>me on top and the rest</h>. That's it.

[07:16] R: So it is a <h>two level</h>?

[07:17] J: Yes.

[07:18] R: And is there a business process, do you have to wait for someone to finish their tasks so you can take over or someone is waiting for you?

[07:34] J: I always try to avoid that because I will <p>give the person the whole task</p>, not a part of it. I try to give them a whole task and through the system we <p>can have them work on the same task and still have no interference with each other. But that is a big thing I want to avoid because it will always make delay</p> in the pro...

[Recording stopped due to technical reasons and R clumsiness]

[00:02] J: Does it record?

[00:06] R: Yes. Well ok, this was the last question I have. Maybe you have a feeling that we missed any important aspect of your company and work?

[00:16] J: No, I hope you have enough answers to know a bit more about my company.

[00:28] R: Ok, then thank you for your time.

[00:30] J: Ok.