Scoop is on a mission to improve people’s lives by improving their commutes. Since the enterprise carpooling solution’s launch in 2015, commuters have taken more than 6 million carpool trips and counting using the Scoop app. The company’s fast growth isn’t just thanks to a smart concept. Founder and CEO Rob Sadow says a mission-oriented culture helps Scoop attract the talent it needs.

For Sadow, Scoop’s purpose is personal. He and his brother and co-founder, Jon, grew up in Atlanta, where they commuted 25 miles to school each way. It took a toll on them, physically and mentally. When the brothers moved to the San Francisco Bay Area more than 5 years ago, they found themselves once again contending with the stresses of commuting. Together, Rob and Jon dreamed up a solution.

Scoop is a dynamic carpooling solution that connects coworkers and neighbors who are headed the same way. Scoop’s Managed Carpool Program for enterprises allows companies to improve the lives of their employees by rolling out a commute solution. This improves recruitment and retention, reduces the number of parking spots the company needs, strengthens employee relationships, and promotes sustainability. For riders, it takes what often feels like the worst part of the day and turns it into something meaningful. Sadow says these benefits resonate with every single Scoop team member, and a shared sense of mission is the backbone of Scoop’s culture.

Investing in the employee experience

Scoop cares as deeply about employee experience as it does its mission. This earned it a spot on the Inc. Best Workplaces list. Sadow describes the achievement as a group effort, and it’s a reflection of how much the company invests in its team, which now consists of 120-plus people. Sadow wants employees’ time at Scoop to be the most compelling and valuable of their career. He tries to prepare them not just for their next step internally, but for success in whatever venture they dream of. To do this, Scoop takes an individualized approach to employee development, inviting people to pursue conferences and classes that relate to their job or to personal interests. Scoop also encourages transparency and tries to hire people who are good givers and receivers of feedback.

Another pillar of Scoop’s culture is sustainability, even beyond its environmental mission. Consistent performance at work isn’t possible if things are not going well at home. So, Scoop coaches its managers to take a 360-degree view of employees, and consider life outside of work. Scoop also offers generous vacation days, maternity and paternity leaves, and it provides a monthly stipend for gym memberships or other wellness-related activities. Of course, Scoop also contributes towards employees’ commutes—and every employee who chooses to commute with Scoop can do it for free.

For growth-minded companies, investing in a positive workplace is a must. Doing so pays dividends for Scoop. Its reputation as “a place to do well by doing good” attracts and retains the talent it needs, even in San Francisco’s competitive talent market. “What you build internally must be as strong as what you build externally,” Sadow says. “That is what makes a really great company.”

Sadow predicts the importance of culture will only grow as the business gets bigger. He sees culture as the “connective tissue” that holds a business together and keeps priorities aligned, even as headcount and offices multiply. For Scoop, that priority will always be to advance its company mission. And it does so, in part, by investing in its people.