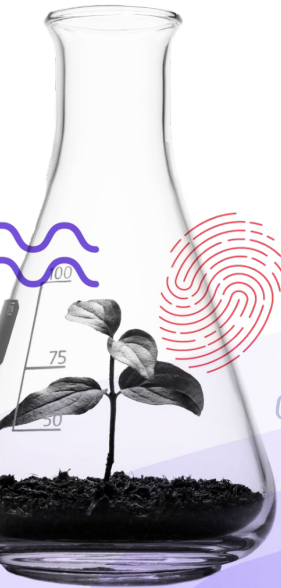




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THE SCIENCE OF ENGAGEMENT



$$0 = \frac{3 \cdot a \cdot \sqrt{3}}{2} + 3 \cdot a \cdot v_i$$





NICOLE ALVINO

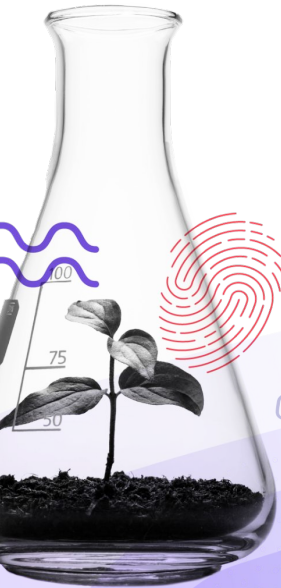
CO-FOUNDER AND CHIEF EXECUTIVE OFFICER, FIRSTUP

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THE SCIENCE OF ENGAGEMENT



$$0 = \frac{3 \cdot a \cdot \sqrt{3}}{2} + 3 \cdot a \cdot v_i$$

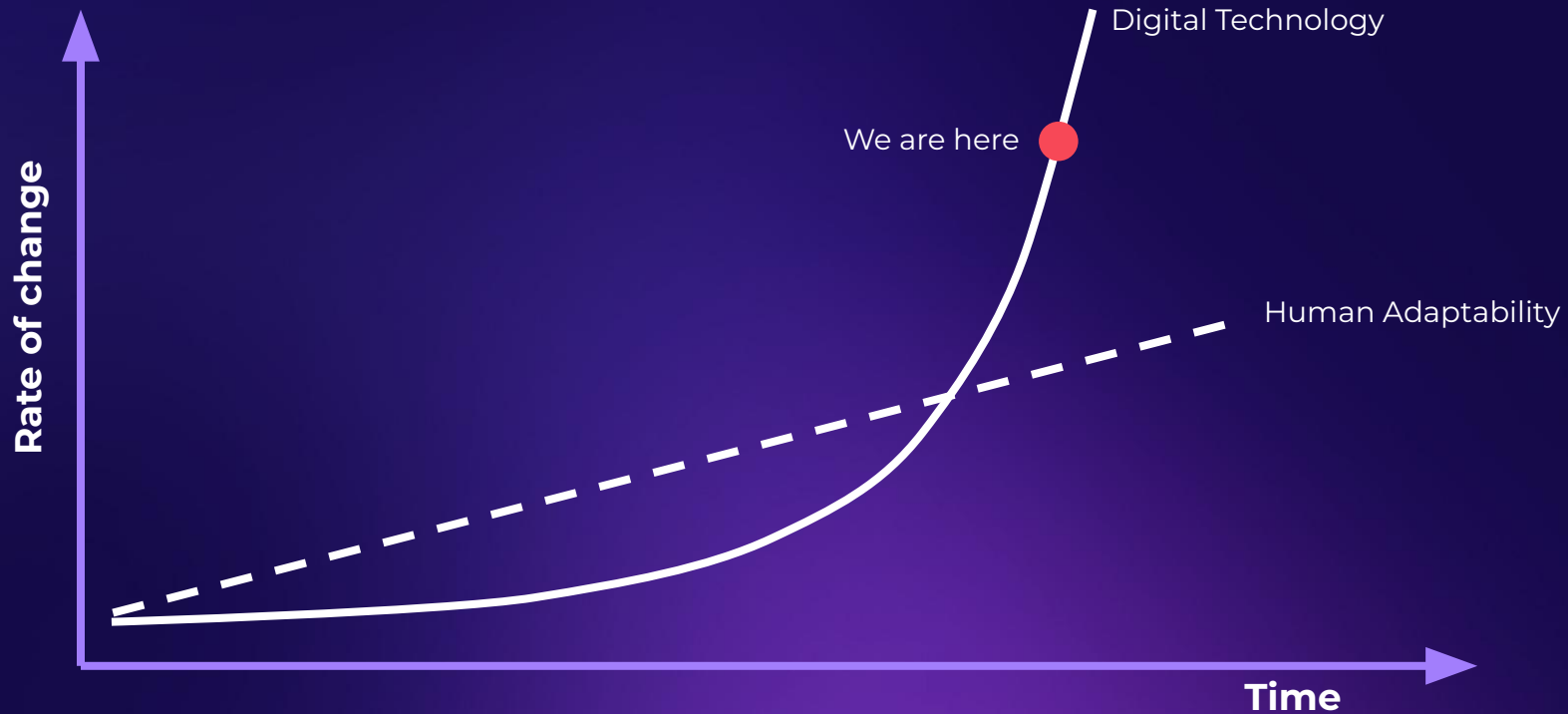


200,000
years ago...

“
Communication leads
to community, that is
to understanding and
”
mutual valuing

Rollo May
American Psychologist

Humans can't adapt at the rate technology is evolving





The New York Times

The Rise of the Worker Productivity Score

Across industries and incomes, more employees are being tracked, recorded and ranked. What is gained, companies say, is efficiency and accountability. What is lost?



MACINTOSH - MAC OS 10.15.7 - CHROME 100 - OCTOBER 12, 2022 03:18:43 PM

Hey! You've been reading this article for 49 minutes and 44 seconds.

Eight of the 10 largest private U.S. employers track individual productivity. And the practice is spreading.

TIME
SCRO
CLICK
KEYS
IDLE
ACTIV

MACINTOSH - MAC OS 10.15.7 - CHROME 100 - OCTOBER 12, 2022 03:18:44 PM

Your manager will be in touch.

Is there something you want to tell us?

YOUR FINAL EVALUATION

- At least 60% active
- Reading time suggests comprehension
- Submitted headshot

GRADE
Poor



“We’re in this era of measurement but we don’t know what we should be measuring.”

Ryan Fuller

Former VP Workplace Intelligence
Microsoft





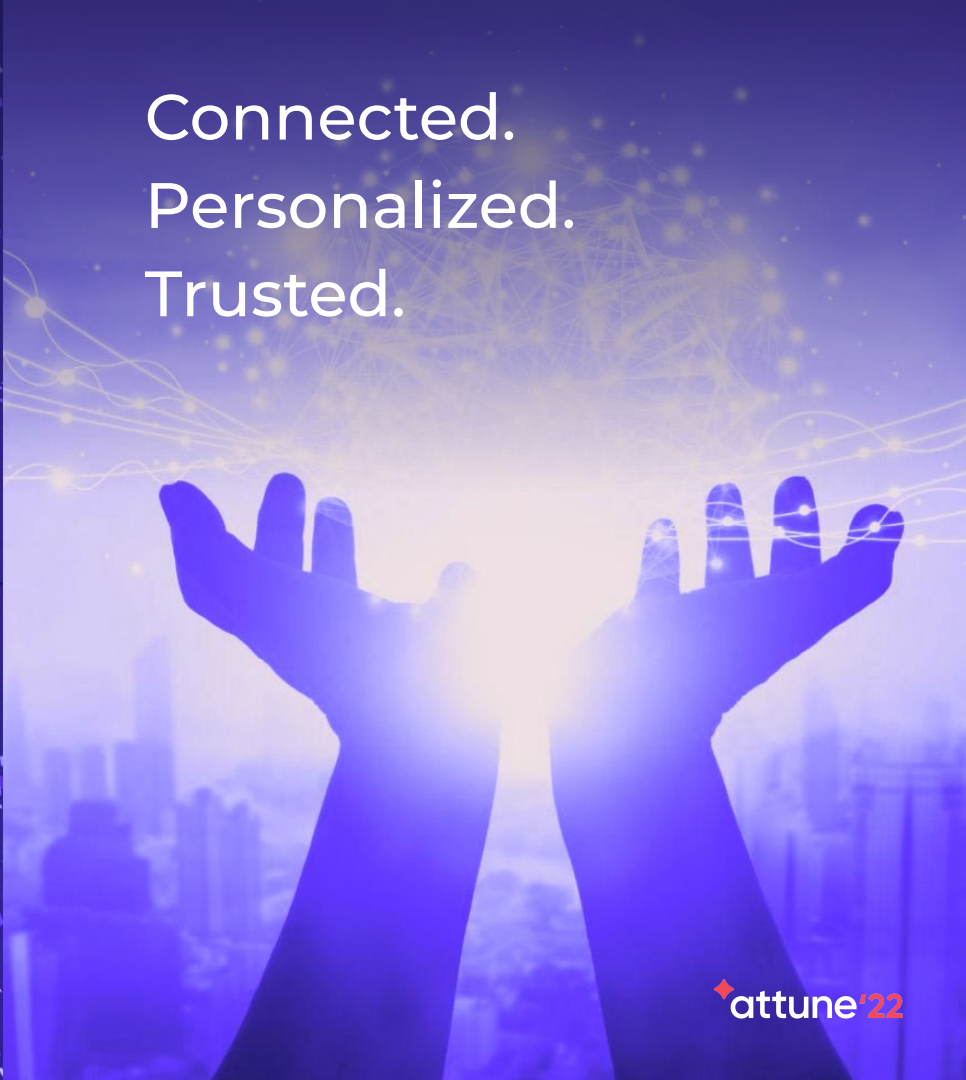




Be the conduit to connect with all employee aspects and interests. Promoting connection first to unlock positive productivity.

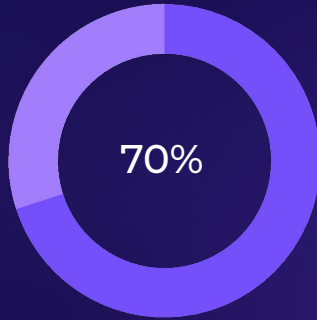


Disconnected.
Divisive.
Disillusioned.



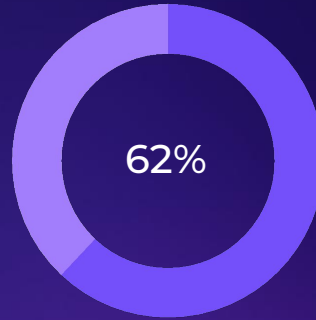
Connected.
Personalized.
Trusted.

We have more work to do



HR & IC

Recognize the corrosive impact of digital overload



HR & IC

Believe great employee engagement can improve performance, retention & loyalty

2.7
hours

Employees

Waste each week dealing with poor communications.



What if technology
could read our
signals, connect with
us in the right
moment and help us
feel like we're part of
something
purposeful?



Intelligent Communication

The world's first intelligent communication platform



↔ Connect

Communication Pipeline



Design

Creator Studio



Deliver

Intelligent Orchestration



Learn

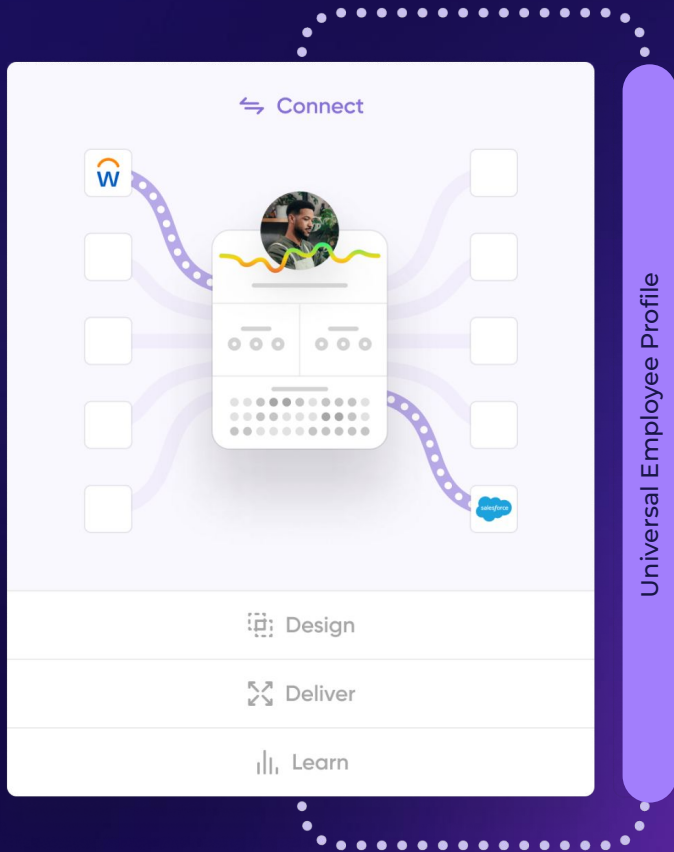
Experience Analytics

Unify employee communications on a single platform

Design end-to-end employee journey campaigns

Optimize delivery based on employee preferences and behaviors

Gain real-time insights for every employee, across the employee journey

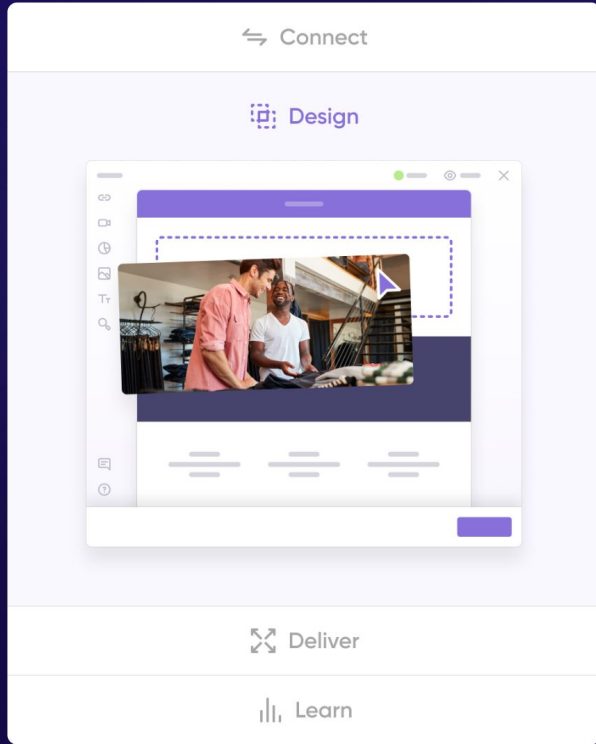


↔ Connect

HCM Connectors

Employee Compass

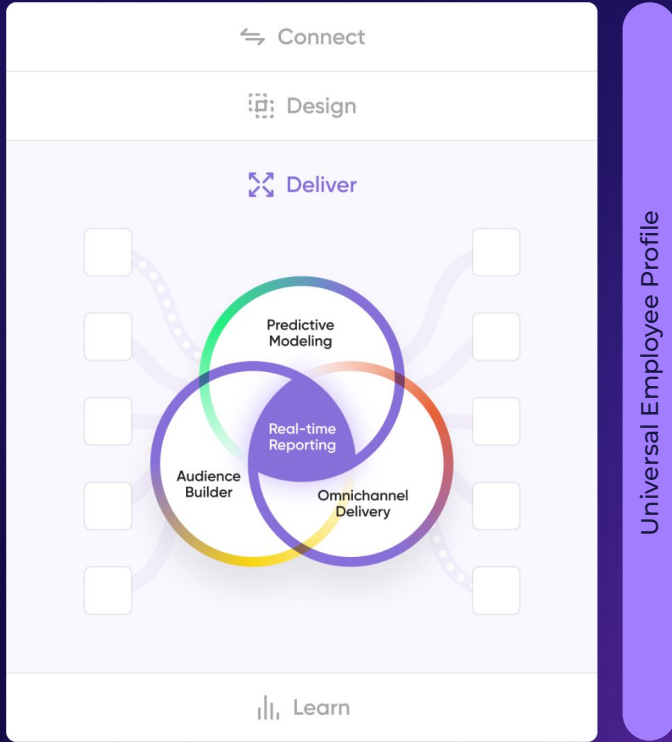
MS Teams Experience



Universal Employee Profile

Design

Pre-built Employee Journeys




🔄 Deliver

Engagement Boost

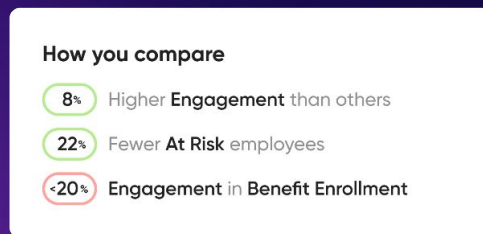
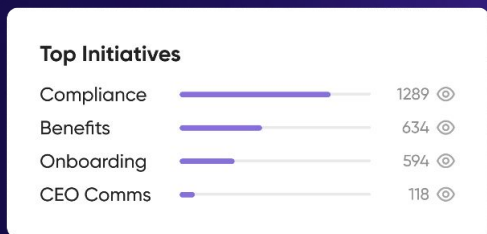
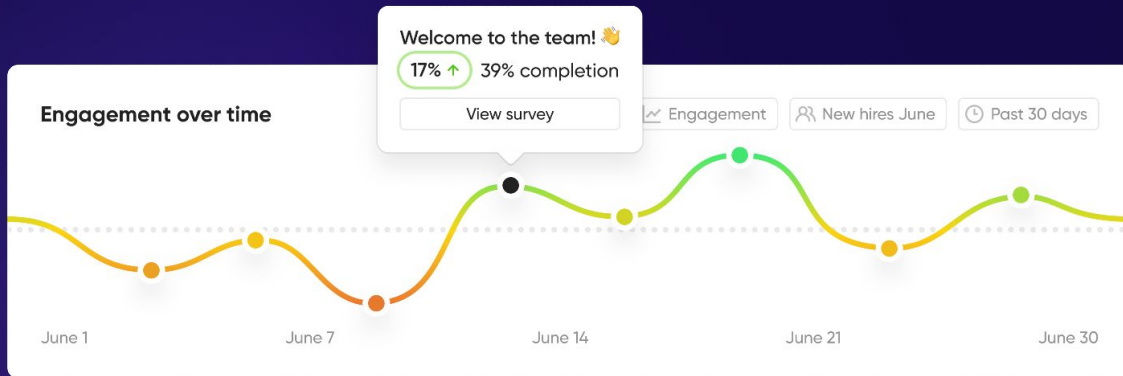
3x Engagement

The screenshot shows a dashboard interface with a navigation menu at the top containing 'Connect', 'Design', and 'Deliver'. Below the menu is a 'Learn' section with a bar chart icon. The main content area is titled 'Requires Your Attention' and contains two data cards. The first card shows a green upward arrow and '10.2%' with 'Details' and 'Suggestions' buttons. The second card shows a red downward arrow and '40%' with 'Details' and 'Suggestions' buttons. A vertical purple bar on the right side of the dashboard is labeled 'Universal Employee Profile'.

 Learn

Real-time Reporting Executive Insights

Data-driven intelligent communication



Intelligent Communication



the conduit for genuine human connection



Less noise.
More communication.



Less noise.

More **intelligent** communication.

Wednesday Agenda

11:15

Breakout

Adams Room

Solving Technological Trust Issues

MCI: Tori Rogers & Bill Taylor

Breakout

Monroe Room

Sure, Megaphones are Loud. Doesn't Mean We Hear You

Big Lots: Julie Holbein, Jeremy Ball, Marcos Ramos & Joey D'Amico

Breakout

Price Room

The Advocacy Quotient

Atrium Health: Jolie Shifflet

12:00pm

Lunch

Red Lacquer Ballroom

1:15pm

Workshop

Chicago Room

Get in Communicators, We're Building Community

Icology: Kristin Hancock

1:30pm

Breakout

Adams Room

How To Be a Storytelling Maverick

Boeing: John Flick, Kim Kelly & Vineta Plume

Breakout

Monroe Room

The Scientific Method Works for Business Too

Spire: Justin Lopinot & Jill Pace

Breakout

Price Room

The Road to One Million Clicks...and More!

3M: Tiara Kesler & Hannah Reysen

2:15pm

Breakout

Adams Room

Compounding Comms

McKee Foods: Tom Hunter & Firstup: Nicole Misencik

Breakout

Monroe Room

Change of Phase

Southern Company Gas: J.P. Salzman

Breakout

Price Room

The Brain-changing Science of Gratitude

Phillips 66: Laurie Madden

Workshop

Chicago Room

The Pfew Factor: A Workshop on Preparing for Events

Local Wisdom: Pinaki Kathiari & Julia Aronov

2:30pm

Breakout

Adams Room

Bonded Together: Connecting the Personal with the Practical

Wegmans: Ashley Kuvshinikov

3:00pm

Breakout

Monroe Room

When Life Gives You Mold, Make Penicillin!

JetBlue: Lynn Andriani

Breakout

Price Room

Change: An Axiom to Grind

Edward Jones: Abby Davis & Allie Toepfer

4:00pm

Keynote

Grand Ballroom

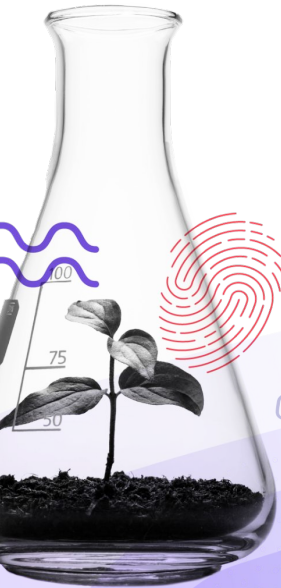
Digital Body Language: Collaborate Faster and Further, Together

Erica Dhawan



attune'22

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