

The Culture Think Tank / Leadership Analytics Membership

EXECUTIVE SUMMARY

Overview

The Culture Think Tank is a research-oriented community that develops the KPI's of Performance utilizing real-time Analytic Solutions.

The Leadership Analytics Membership's value is the Pulse Polls, Digital Dashboards, Virtual Live Events & Resource Library that empower Members with the tools they need to connect with and engage their workforce, strengthen organizational cultures & navigate the challenges of rapid change.

What Are Pulse Polls?

Pulse Polls is an anonymous feedback tool providing organizational leaders the ability to **easily track & quickly evaluate critical success factors** impacting Connection, Culture & Performance trends. *Think of the Pulse Polls as an EKG that monitors the heart of your organization: its people, processes & culture.*

How It Works

- Bi-Weekly: Our Culture Experts select 3-5 Questions for each Audience – Executive, Manager, Non-Manager
- Questions are developed based on: Analytics, Trends, Leadership Feedback, Market/ Environmental Conditions
- Members receive an email with: 'Template' Subject Line, Message Body & Pulse Poll Link
- Poll Email language is designed for 3 audiences:
 1. Executive
 2. Management
 3. Non-Management

What It Solves

- Helps organizational leaders stay **connected** with their workforce
- Easy to Manage & understandable interactive Dashboards & Analytic Word Clouds provide visuals to monitor the sentiment within an organization
- Utilizes Analytic Results to focus efforts to proactively engage your workforce to act, address inefficiency & leverage opportunities.

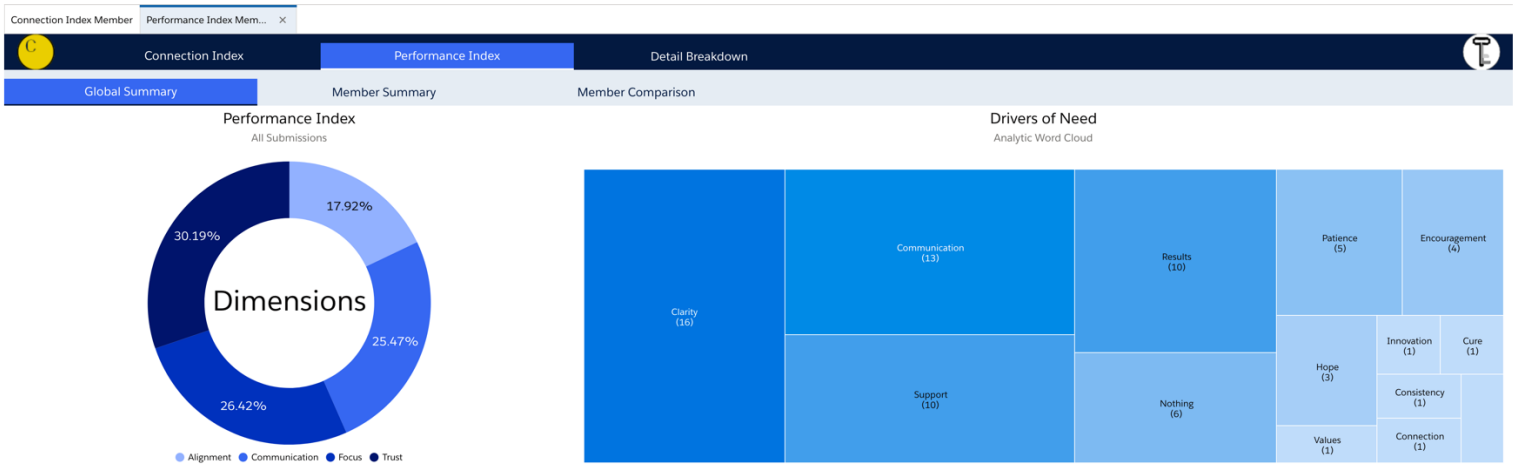
Leadership Analytics Membership (\$699/year value*)

1. Pulse Poll Tool & Link that is unique to your organization (Pulse Toll is not customizable)
2. Access to your organization Member Poll Results, Analytic Dashboards & Word Clouds
3. Bi-Weekly Pulse Email content & templates (sent Monday)
4. Access to weekly Webinars (Friday) to discuss polls & distill results/ metrics
5. Live, virtual & recorded sessions with the Research Team & Culture Experts that analyze/ review the best practices of leadership, performance, communication and culture
6. Access to Resource Library (repository of on-demand content, research studies, articles & white papers).

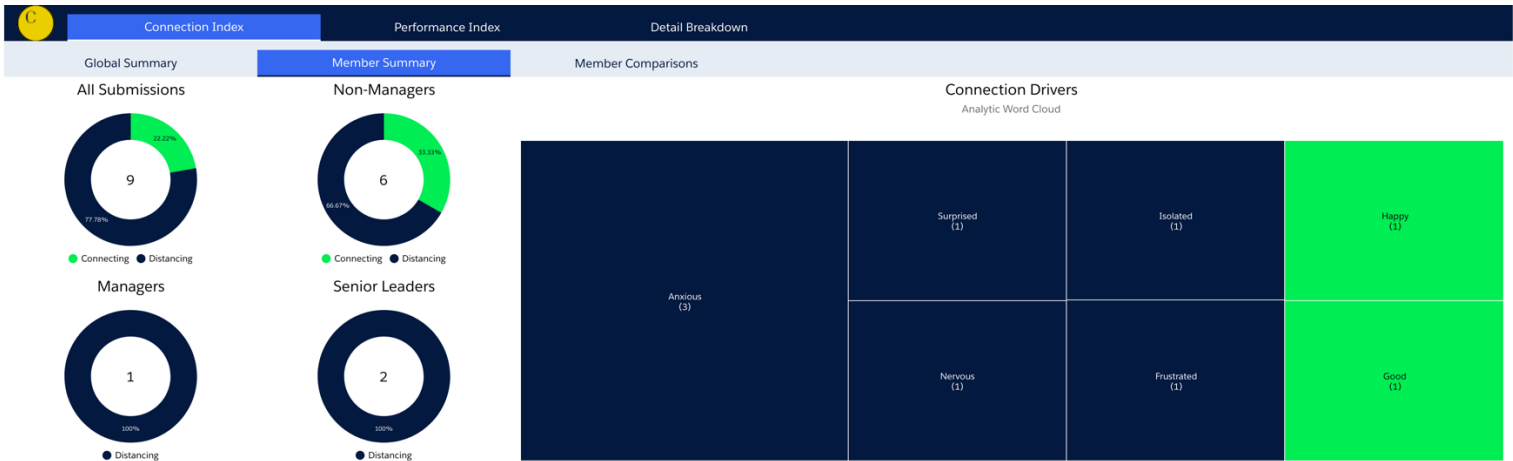
****Limited Time Free Membership offer***

Samples: Analytic Dashboard & Poll Questions

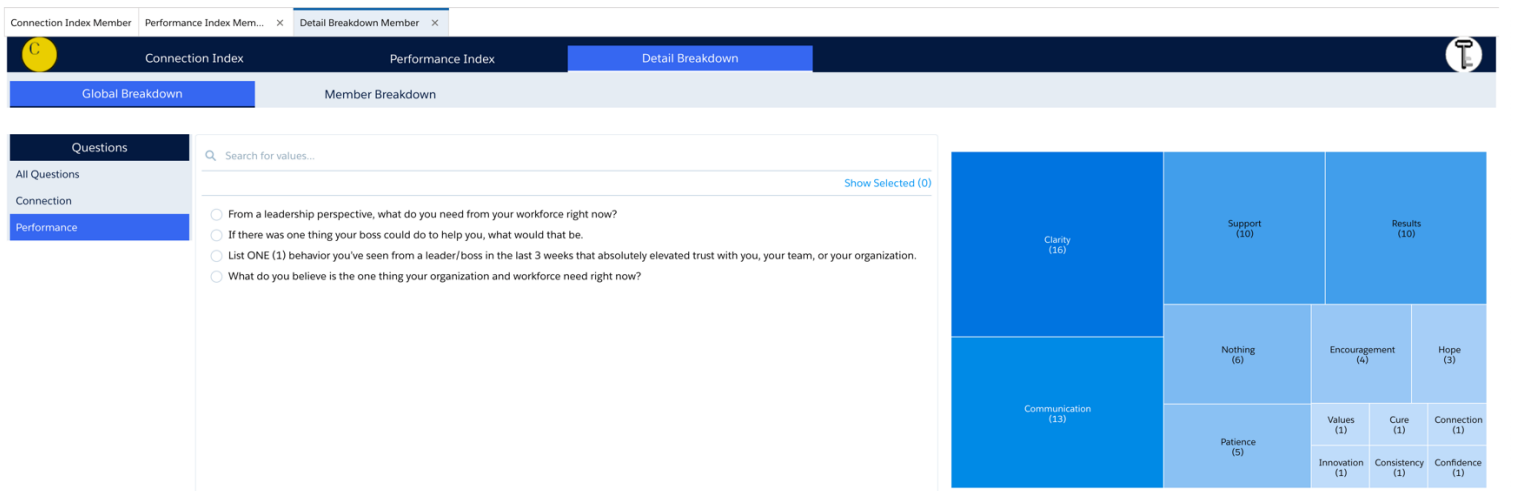
Global Performance Index Dashboard & Analytic Word Cloud



Member Summary Dashboard & Analytic Word Cloud –Senior Leaders, Managers & Non-Managers



Global Dashboard - Pulse Questions Sample



Resources

Visit the below links for resources, 'How To' Videos & additional information:

- [Join the Culture Think Tank](#)
- ['How It Works' Pulse Poll Video](#)
- ['How It Works' Dashboard Video](#)
- [Culture Think Tank Website](#)
- [Culture Think Tank YouTube/ Podcast Channel](#)

Have additional questions? Schedule a [15-minute Q&A virtual or phone call](#) with one of our dedicated Client Managers.

Contact

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Data Anonymity & Delivery

The Pulse Poll link is designed to be shared via email or SMS (text). The Leadership Analytics Membership *does not support list loading or mass email/ SMS; organizations will use tools available to the organization to send the Pulse Poll link.*

Bi-Weekly Pulse Poll questions are part of the Culture Think Tank 'community.' The Leadership Analytics Membership does not support question changes or customization. *Poll Question customization is part of a **paid Analytics Membership**, available May 2020.*

Data Collection

To achieve candid feedback for the organization, it is essential individuals engaging in the Pulse Poll feel safe and anonymous. Individual responses are achieved through a *web access link* that each participant uses, during the 'open pulse' time frame for each assessment process. The data is then aggregated and updated hourly.

Poll Anonymity

The Culture Think Tank process is committed to a data collection approach that is confidential. No names, email addresses or personal information is requested or collected at any time during the **Poll process**; ensuring responses are completely confidential.

Data Maintenance & Integrity

All data is maintained in a secure third-party storage facility (Amazon Web Services), with full back-ups that comply with industry security/ privacy policies. The Culture Think Tank Tools platform is run on the **IBM Watson/ Einstein AI** data analytics solution provided by a **Salesforce.com**.