



# Conceptual Presentation

March, 2018

San Francisco, CA



## Link-up


The promise of human connection  
The promise of human connection



# Link-up: IN A NUTSHELL

The promise of human connection

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The I.D. SYSTEM institutionalizes embedded dynamic content (system and tools) for vastly enhanced communications across a diverse workspace (global, virtual, project, generations); spurring profound outcomes.





# Link-up: WHY?

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## Employee Engagement

Top quartile employers have  
21% greater productivity +  
22% higher profitability

Gallup

Disengaged workers cost  
US businesses \$450-  
\$550Bn annually in lost  
productivity

RaptMedia

57% of US  
workers feel that  
their leaders are  
detached from  
the workforce

RaptMedia

70% of US  
workers are  
disengaged

Gallup

Today's leaders cannot be myopic --- they need to embrace  
generational values, the changing nature of work and  
workers, and become expert at passive and active listening

Forbes

69% of US  
workers are  
looking for  
other career  
opportunities

RaptMedia

35% of workers  
say that their  
employer  
doesn't care  
about them,  
individually or as  
a team member

RaptMedia

Older workers  
value purpose  
and balance; For  
millennials it's  
skills, skills, skills

Manpower

Part-time, contingent,  
contract, temporary,  
freelance, independent  
contractor, on-demand  
online, and platform  
working are  
significantly on the rise

Manpower

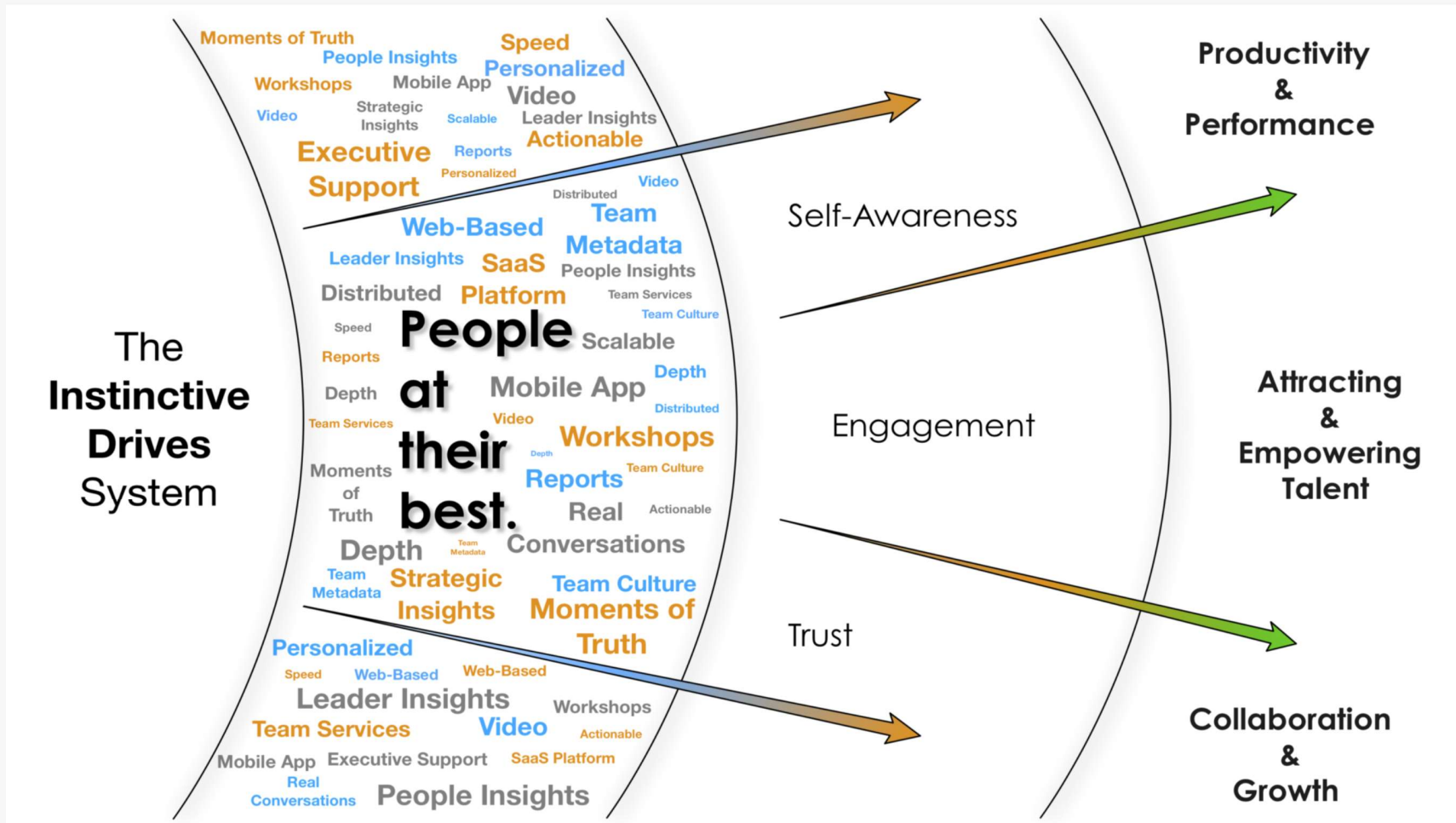
Those who say the  
company's values are  
"known and  
understood"  
are **30x more likely** to  
be fully engaged

Modern Survey



# Link-up: HOW WE MANIFEST

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# Link-up: NEW WORKPLACE DYNAMICS

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## OUTDATED SYSTEMS & PROCESSES

- Recording interactions ... not facilitating them
- Uniform management of workers through pre-configured personality-less standardized transaction workflows
- Death of performance reviews – confused “what’s next”

## EVOLVED WORKFORCE

- More flexible, virtual and collaborative
- Engaging, influencing and connecting replaces traditional authority, compliance and command-and-control (changed employer/worker promise)
- Faster results, quicker team ramp, speedier awareness, rapid time to trust



# Link-up: LEADERSHIP TOOLING & EFFICACY

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VALIDATED

RELEVANT

CONSISTENT

ACCESSIBLE

SYMBIOTIC

Proven to work

Academic &  
Field

Contextual

Personalized

WIIFM

Evergreen

Robust

Easy to operationalize

All devices

All the time

Everywhere

Additive to current  
systems

Frictionless

Institutionalized

## TECHNOLOGY PLATFORM

An enterprise-grade SaaS platform, our I.D. SYSTEM, with embedded and fully validated curated content, that:

- Is browser and device optimized (IOS and Android)
- Is integrated with MS Outlook
- Is designed to proactively push and pull both personalized and contextualized content and prescriptive insights
- Incorporates a comprehensive self-service on-demand and dynamically-generated video content library



# Link-up: WHAT ARE WE SOLVING FOR? \*

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## ENTERPRISE

- NEW NATURE OF WORK & WORKERS
- REINTRODUCE HUMAN DIMENSION
- ORGANIZATIONAL ALIGNMENT (CULTURE)
- AD HOC LEADERSHIP
- LEADERSHIP SUCCESSION
- GLOBAL EXTENSIBILITY

## WORKER

- LENGTH OF TIME TO TRUST
- UNPLANNED ATTRITION
- POOR ATTENDANCE & PRODUCTIVITY
- ENHANCED TEAMWORK & COLLABORATION
- DIFFICULT CONVERSATIONS
- CHRONIC BEHAVIORAL, STRESS & HEALTH OUTCOMES
- WORKER ENGAGEMENT & PURPOSE

\* Note: These are not stack-ranked





# Link-up: WHO WE ARE

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ENTERPRISE  
SaaS

EMBEDDED

EVERGREEN

TECH  
ENABLED  
SERVICES

## PURE CLOUD

Curated content  
All devices  
Global  
Native APIs  
Language localized  
Recurring license  
revenue

## FRIEND NOT FOE

Top-down  
Additive  
Universal usage  
Common language  
Executive sponsored

## CONTRACTUAL

3 years (initial)  
1<sup>st</sup> year phased  
Auto renew

## CONSULTANCY

2.5 FTEs/2.5k workers  
Support-the-trainer  
Deployment methodology  
Proactive for the business





# Link-up: CLIENT TESTIMONIALS

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*The I.D. System® has helped me re-craft my conversations with my team and peers, and it has helped me to become more self-aware of the impact of my style on others. So whether your team is a family, a self-managed work group, a couple, or – like mine – a business team...the process can help you better understand who you are.”*

**Randy Pond, Executive Vice President, Operations, Processes & Systems – Cisco Systems Inc.**

*I’ve been exposed to many tools and processes but of all of them (and my entire team agree), this is the first time it’s gotten to who they really are – like a DNA. It’s the only one that absolutely nails you. It gets to what’s inside the person - like a blood test – and you can’t fool it.*

*The I.D.™ has an accuracy that I’ve never experienced before. Its insights are profound and the strategies completely practical. I have used the I.D. professionally and personally for almost 15 years. As a tool, it’s simply part of the way I operate now and within my team, it’s a spoken language.*

**Jordan Hawke, General Manager – Asteron, Suncorp Group**

*‘I’ve known my I.D.™ for over 16 years and I have found it really compelling as a leadership instrument. I was astounded when I undertook many days of psychometric tests, interviews and scenarios whilst developing my career at Deloitte Private; which returned pages of personal insight that was already apparent in the outcome of the short concise process and reports of undertaking my I.D. many years before, and still lies true to this day.’*

**Michael Clarke, COO & Partner – Deloitte Private**



# Link-up: DEPLOYED CLIENTS – DO JOIN US!

Be, wherever you are







# THANK YOU

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[www.InstinctiveDrives.com](http://www.InstinctiveDrives.com)

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