



K E E N C O R P

CORE INFORMATION PACK

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THE NEW PEOPLE-KPI

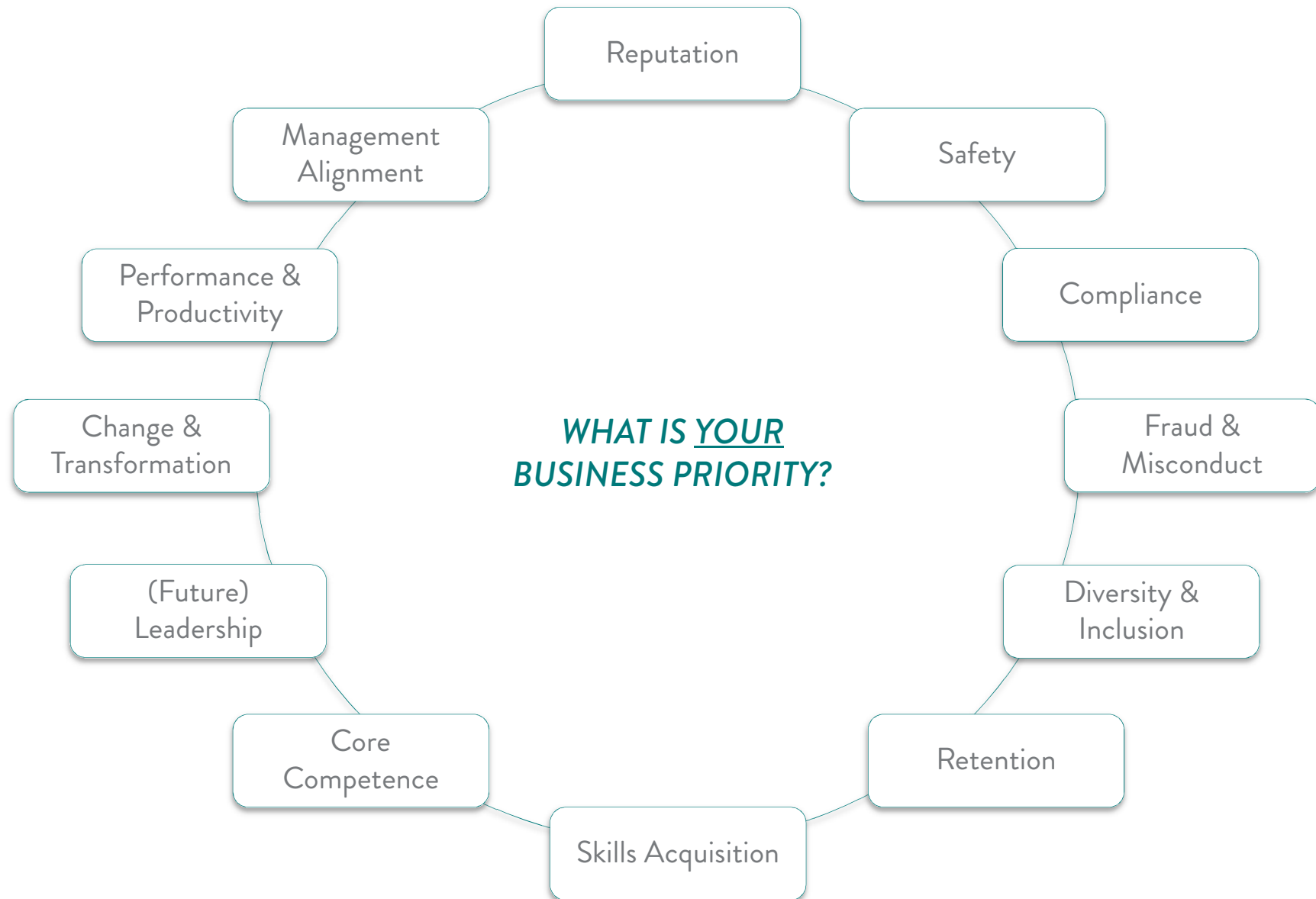
The KeenCorp Index enables you to manage for success before blind spots become risks or missed opportunities. The daily single, numeric value is the reliable gauge of how employees are really doing. It is ready for the boardroom and can be used in all organizational layers.

The measurement is continuous and it requires zero effort from users. Every employee contributes, including those who would otherwise remain silent, picking up signals that are otherwise invisible.

No more blindspots



PEOPLE-RELATED RISKS REQUIRE AN EARLY WARNING INDICATOR



TENSION AND PATTERNS IN SENTENCES

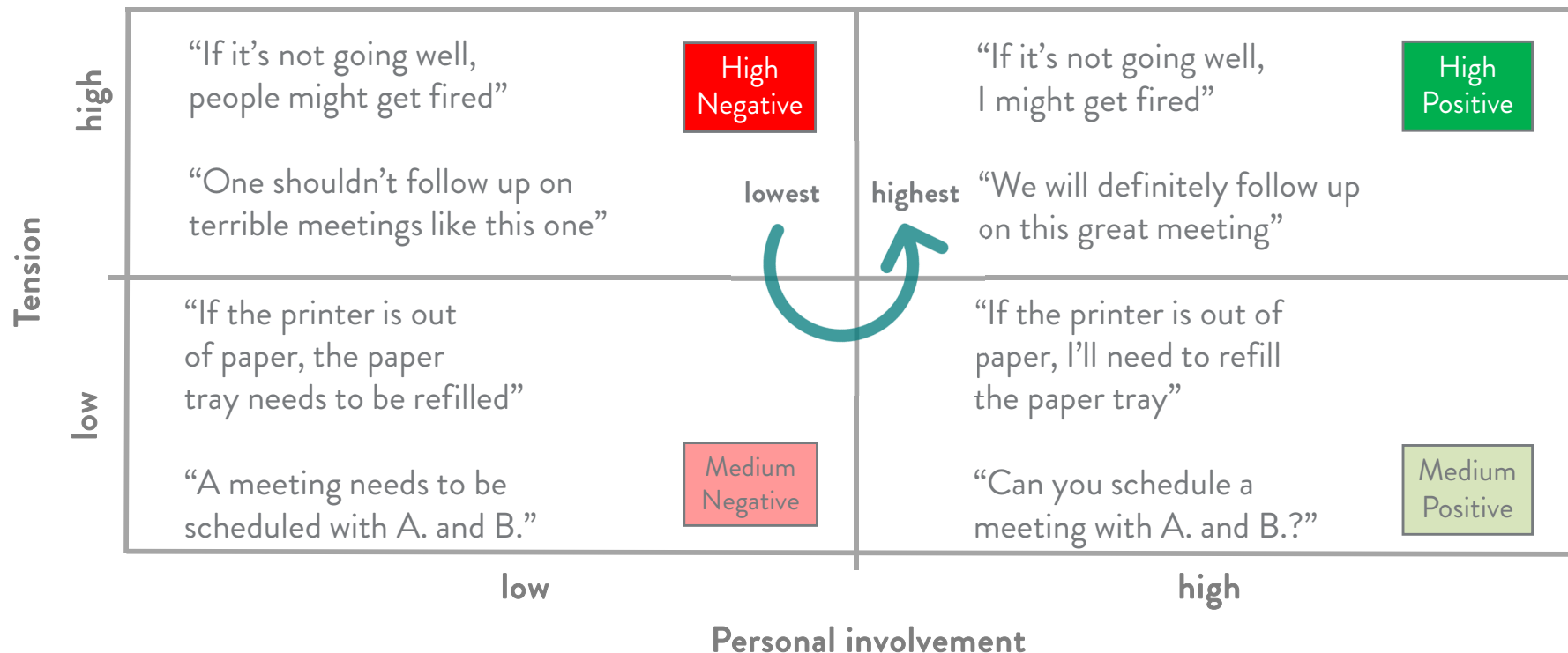
The KeenCorp Index is a single numeric value, indexed around 100.

It indicates the degree to which people take ownership and commit themselves when it matters most: when tension is high.

Enabled by AI and psycho-linguistic analysis, KeenCorp scores written communication on two axes:

- Tension
- Personal involvement.

Example sentences and their impact on the KeenCorp Index:

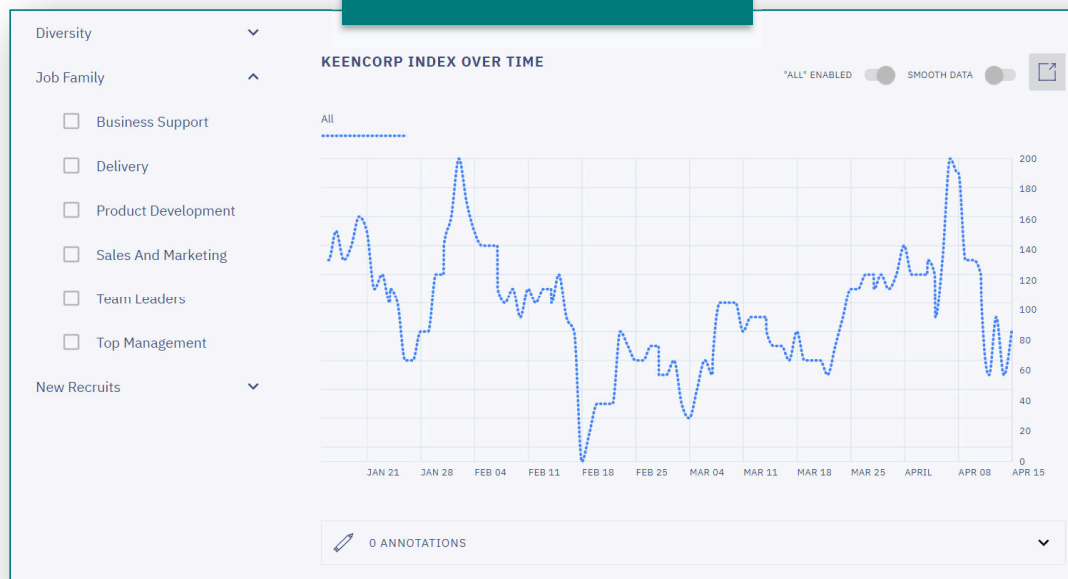


2 SIMPLE DASHBOARDS

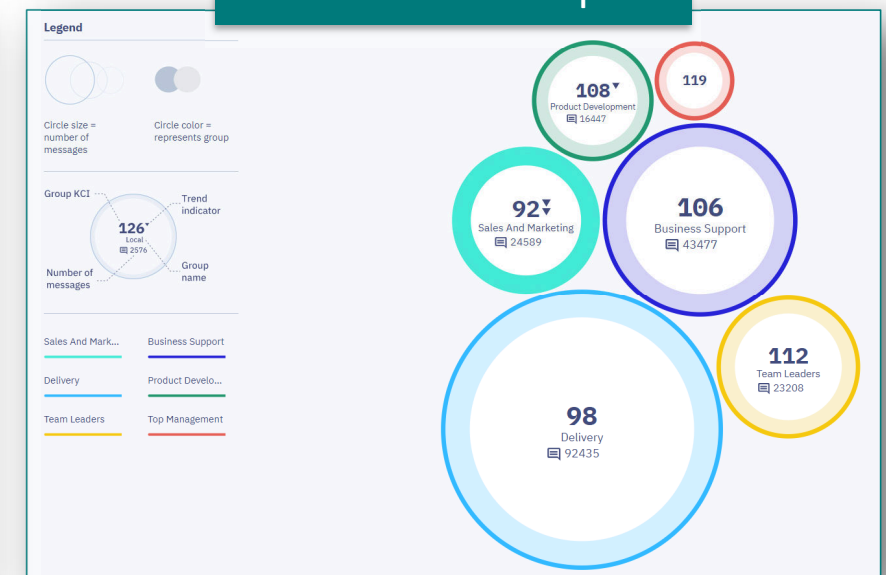
MoodMetrix gives daily insight into the development of people related opportunities and risks over time.

The Attitude Heatmap is the diagnostic tool to compare groups and to prioritize management focus.

MoodMetrix



Attitude Heatmap

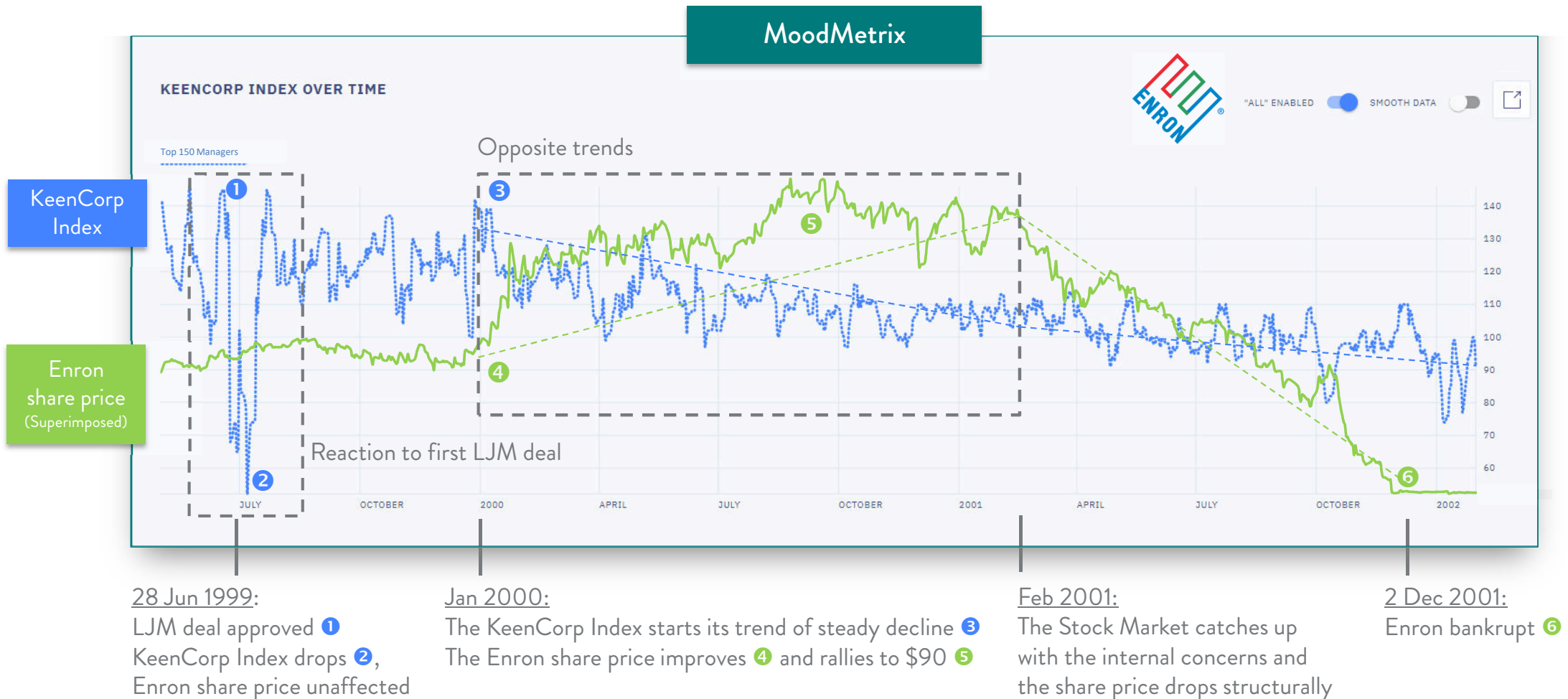


Also see
the software joyride
on keencorp.com

EVIDENCE OF THE 'UNSAID'

KeenCorp spots Enron's problems 14 months before the Stock Market.

- A few days after the Enron board approves the first LJM deal in June 1999, Enron's top 150 managers are seen to react badly, as evidenced by their KeenCorp Index. This reaction is not openly voiced and therefore remains invisible to the Enron board.
- From January 2000 the KeenCorp Index starts its structural drop. At the same time the Enron share price steadily improves.
- It is during February 2001, almost 14 months later, that the stock market catches up with the dropping 'mood' of the managers.



SCIENTIFIC UNDERPINNING

- 1 Workplace stress/tension correlates negatively with
 - Engagement (TowersWatson, KornFerry)
 - Vitality (Bakker, Schaufeli)
 - Commitment (Kenexa)
 - Connectedness (Gallup)
- 2 Stress/tension in the workplace reveals itself in spontaneous language (e.g. e-mail, chat)
 - Kahn, W. A. (1990). Psychological Conditions of Personal Engagement and Disengagement at Work. *Academy of Management*, 33(4), 32. doi: 10.2307/256287
 - Newman, M. L., Pennebaker, J. W., Berry, D. S., & Richards, J. M. (2003). Lying Words: Predicting Deception from Linguistic Styles. *Personality and Social Psychology Bulletin*, 29, 11. doi: 10.1177/0146167203029005010
- 3 Emotional contagion plays a significant role in work-group dynamics
 - Barsade, S.G. (2002). The ripple effect: emotional contagion and its influence on group behavior. *Administrative science*, 644-675.

Engagement

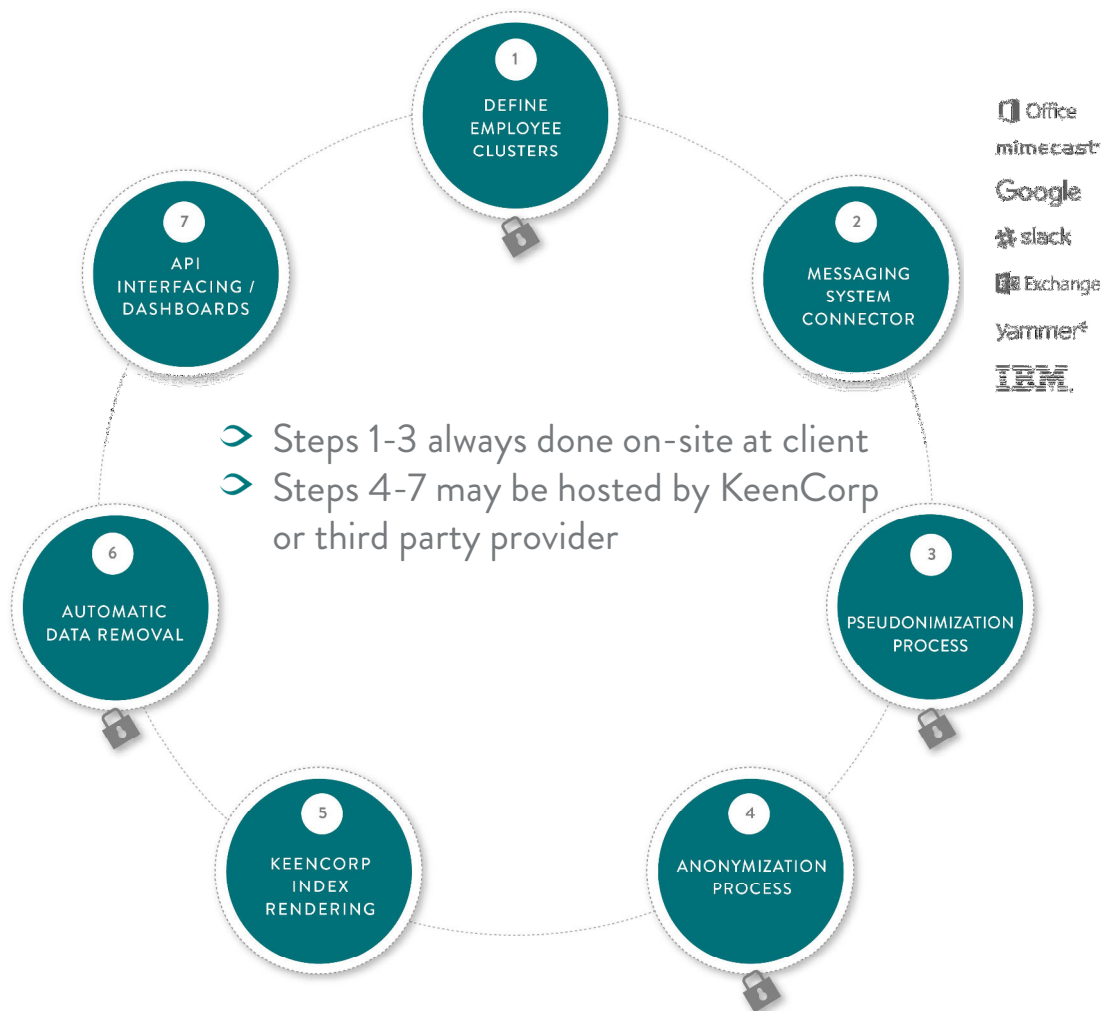
can be detected in digital exhaust

is infectious

should be measured continuously

- NB
1. Individual measurement guarantees catching variance the best (i.e. measures differences accurately)
 2. Engagement is driven by individual differences (80-90%) more than cultural differences (10-20%).
This guarantees cross-language correlation. [Wendt et al. (2014) – General and managerial coaching across cultures]

PRIVACY BY DESIGN[®] IN 7 SIMPLE PROCESS STEPS



PRIVACY 100% PROTECTED



The system has been designed with privacy and confidentiality in mind, so that all participants can be assured that their contribution is always anonymous.

- Minimum cluster size is 10 employees
- Anonymized and all personal references removed
- Only averaged daily scores per cluster are saved
- No content (e-mail, chat, +) is ever stored

COMMUNICATION IS KEY

- Full transparency on the 'what' and 'how'
- Purpose crystal clear
- What's in it for me?

IMPLEMENTATION

