



**EMPLOYEES WHO ARE HEARD
AND VALUED ARE MORE
ENGAGED AND PRODUCTIVE**



Inyore

CO-INNOVATION WITH INYORE

EXECUTIVE SUMMARY

As the Head of People+Culture or a Diversity and Inclusion leader some of your key responsibilities include employee: listening, trust, and engagement. There are currently, a few ways to accomplish these goals: surveys, exit interviews, 1:1 meetings, post-survey focus groups, and town hall discussions.

PURPOSE OF CURRENT WAYS

- Surveys (quantitative measurement)
- Exit interviews (constructive feedback, two-way communication)

- 1:1 meetings (comfort, privacy, trust)
- Post survey focus groups (qualitative, continuous conversation loop, unbiased)
- Townhall discussion (unfiltered, promote collaboration, employee engagement)

CHALLENGES

All of the current ways are scattered and come with very difficult challenges from employees, including lack of trust, fatigue, and participation.

EMPLOYEE TRUST ISSUES

70% of employees DO NOT trust HR.
[INC Magazine](#)

FEEDBACK FATIGUE

When employees do not trust that the organization will take action, they will respond by saying they have fatigue. (i.e., survey)

LACK OF PARTICIPATION

Employees often feel when taking on affinity group leader roles, they have two jobs but only feel compensated and rewarded for one. You combine that with the lack of action that happens inside of the organization's; it is incredibly difficult for employees to want to stay engaged or participate with their respective groups.

HOW INYOURE HELPS

Inyore empowers employees with an anonymous messaging platform. We built the platform around trust, so employees would express themselves without fear freely, develop and contribute to digital communities about their passions, and access an organization information hub. We also empower the employer by enabling them to; select the employee, approve the community to be built; access insights on every community created, and upload learning resources for employees. During our pilot, employees loved engaging with Inyore. Over six months of public pilot testing, we increased employee engagement from 27 seconds to approximately 9 minutes per session and employee participation rate from 8% to 45%. (Facebook retention rate is approx. 65%)

EMPLOYEE TESTIMONIALS

"I enjoyed the time, it was a fun experience overall! I liked how it could be broken out by discussion topics to streamline responses as they came in. It was also great having conversations with peers, it took me back to AOL chat days"

- **Business Program Manager Adobe**

"This was a lot of fun. I really like the platform, very thoughtful user design. Got really into the conversations. This is Supercool"

- **Strategic Partner Amazon**

"I'm happy to be a part of building this, it feels good to have voice without all of the taboo that comes with the office"

- **Sr. Product Finance Twilio**

"I can see how this can be beneficial... more people would utilize if they heard their organization made some actual changes or improvements based on the information gathered from this platform"

- **Multicultural Marketing Manager Beam Suntory**

"I enjoyed it. It was very thoughtful and allowed full expression which is usually not allowed with the workplace"

- **Business Development Manager & Affinity Group Leader F5 Networks**

RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

Our anonymous platform helps drive open and honest employee interactions to build a culture of diversity, equity, and inclusion, translating into bottom-line success. According to [Gallup](#), when employees are engaged, they are 22% more productive. Disengaged employees cost an organization \$3,400 for every \$10,000 in annual salary, according to [decision-wise](#). Increasing your employee engagement investments by 10% will increase profits by \$2,400 per employee, according to [TalentCulture](#). Our plans include co-innovating with organizations using data and analytics to drive business decisions, bring actionable items to decision-makers, and resources to employees to keep them engaged and have their voices heard.