



ELEFense

A Modern Approach to Identifying Patterns in
Company Culture

Whitepaper

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TABLE OF CONTENT

Surveys	3
Employee disengagement	3
Quiet Quitting.....	4
Check Engine Light.....	4
Enter ELEFense	5
Conclusion	6

“It’s impressive how much data ELEFense can share without infringing on employee privacy ”

Dina Benzaquen – Legal Counsel & GDPR Advisor

“Organisational culture is a science, that can be measured, ELEFense will be an invaluable tool to help us understand culture ”

Raanan Hass – Organisational Psychologist

“Big-data, AI & ML provides capabilities surpassing the value of traditional survey instruments and approaches, allowing ELEFense to measure & visually plot organizational culture ”

Anca Goron – Ph.D. in Artificial Intelligence

EXECUTIVE SUMMARY

This document highlights the current state of the modern employee’s experience in today’s workplace, identifying their environment, what causes shifts and what you can do as a company to safeguard your most important assets... your employees.

As a leader within any organization, measuring culture in is an intriguing challenge; ever evolving and difficult to identify. With today’s world of social media avenues influencing employee’s mental health, feelings, and emotions alike, there’s never been a more critical need to gauge your company’s culture to ensure employees are feeling appreciated, valued, and recognized.

SURVEYS

Traditionally, the models put in place to take a pulse on company culture have taken a reactive approach, like sending out company-wide questionnaires to obtain critical data where leaders can ask their teams how they're feeling with a unique set of questions. **How effective are these systems in identifying if employees feel safe enough to provide honest feedback?** Studies show that it's only a matter of time before employees begin to see these surveys as a formality, rather than a means to make an actual difference, when ultimately their experience is unchanging.

"29% of employees thought surveys were pointless"

Forbes

EMPLOYEE DISENGAGEMENT

In a world where inclusion is key to developing a strong employee engagement model, employee disengagement is contagious, costly and should require immediate action for correction.

"Disengaged employees cost companies 32-34% of their salary annually with 70% of employees in companies being disengaged"

Gallup

Employee engagement is an HR concept that describes the level of enthusiasm an employee feels toward their job. By definition, employee engagement is the emotional commitment the employee has to the organization and its goals. Outside of the workplace, we align engagement with excited feelings of a positive event relating to a long-term commitment. Employers need to view this term in the same fashion and understand that this is a partnership between the employer and the employee.

Happy employees don't necessarily translate into hard-working or productive team members; yet companies still send out surveys to gauge "employee satisfaction". Today, time tracking and monitoring solutions measure employee productivity by analyzing the amount of time employees spend working using digital timesheets, thus identifying how "productive" an employee has been based on the amount of time they spend on a platform or project, rather than the quality of their output.

Some of the impacts of disengaged employees include:

- Decreased productivity
- Fewer generated sales
- Drop in team morale
- Less inclined to grow
- High resignation rate
- Lack of initiative
- Negativity
- Unprofessional behaviour
- Increase in absenteeism
- Low employee retention
- Low desire to progress
- Low focus

QUIET QUITTING

Recently, social media platforms have popularized the term “quiet quitting” which defines when “you’re not outright quitting your job, but you’re quitting the idea of going above and beyond” (*Zaid Khan, Quiet Quitting*). Forbes recently defined this trend as “ghost quitting” (*Forbes, Jack Kelly; How to know if your co-workers are ghost quitting*). For many of us, we know this feeling, we’ve either been through it or experienced it by witnessing a teammate ride it out and perform the minimal amount of work due to the way they feel, how they are valued or appreciated in the workplace.

“The first step towards fixing your engagement problem is acknowledging the problem exists and committing to taking proactive steps to fix it.”

Forbes

Can your company identify employee engagement or disengagement?

Gallup notes that 67% of global workforce is engaged (*Jake Herway; Increase Productivity at the Lowest Possible Cost*) meaning that employees earning \$50,000 cost companies \$6,030 in disengagement.

CHECK ENGINE LIGHT

Would you feel safe driving your vehicle if the “check engine” light didn’t exist to let you know when your car was overheating, or a malfunction was imminent? These safeguards are put in place by design, with intention and purpose... to provide the driver an alert and real-time monitoring of your vehicle’s health vitals to be able to make important decisions on how to proceed to better diagnose and correct critical problems.



So, how do companies identify if there is a problem that needs correction within their teams and employees? Wouldn't it be great if there was a system that provided anonymous, real-time diagnostics into how your employees and teams are feeling, identifying sentiment, connections, and employee engagement... or disengagement? Wouldn't the opportunity to have a system like this provide a better vehicle to drive your company's culture? Enter ELEFense...

ENTER ELEFense...

It's no secret that employees are the engine that allow companies to run and function effectively. Their health vitals are critically more important today than ever before. With the power of the internet, social media, and global communication platforms, employees are easily influenced mentally and emotionally, and if it applies, “seeking” better opportunities while remaining disengaged until their departure.

ELEFense is an Artificial Intelligence driven platform embedding cutting-edge NLP based Machine Learning algorithms and methods to identify culture related patterns and trends, allowing organizations the ability to take immediate action to alleviate or redirect cultural anomalies. ELEFense takes a scientific approach to identifying real-time Employee Engagement, Culture Values, and their alignment, by creating an internal scoring system that identifies how employees interact with each other. All this is done completely anonymously.

Contrary to deploying surveys and interviewing focus groups, ELEFense observes streams of big data which is funneled through company channels. ELEFense’ artificial intelligence and machine learning algorithms then use techniques to process this data and accurately provide visual models that reflect real-time trends in company culture. ELEFense’ deep learning models score each communication and flag each independently from positive/negative to hateful and harassment. ELEFense performs these tasks in the background, all without the need of human interaction, and completely anonymously. With a key principle to always protect the identity of the employees. The intent of ELEFense is not to name an employee, but rather to protect their information while providing a visual solution where companies can identify positive/negative shifts and trends within an organization to better understand their current cultural state.

ELEFense has two (2) separate modules, **CULTURE ANALYTICS**, and **ANTI-TOXICITY**.

Culture Analytics:

This system anonymously compiles company-wide usage reports, then our AI & ML engines process and convert this data into visual models identifying the cultural health of the company. A dynamic scoring system and trend lines are provided as our system continues to monitor vital culture elements including analyzing shifts in sentiment and keywords.



The system provides a graphical representation of the organization's mood. Including positive (i.e., motivation, contentment) and negative (i.e., frustration, anger, disgust). Furthermore, visual mood-graphs reflect the entire company’s cultural wellbeing department by department (see images).

There are two fundamental metrics that are measured and benchmarked; The first being device usage patterns (i.e., how much a user uses a specific application), and the second being internal interactions and communication:

I. Usage patterns:

This system identifies when an employee is engaging or disengaging on their devices within company-wide channels. Its importance is reflected as it identifies when there are shifts in an office environment, as employees will change their habits immediately, even if they haven’t made up their mind on a situation. Subconsciously, an

employee will react to a negative event by being less engaged (decreasing in device/platform usage) or react to the positive event by being more engaged (increase in device/platform usage).

II. Internal interactions:

This system informs on an employee's sentiment mood and the change of perception of the organization. The employee doesn't need to insult the organization to his colleague, the change in tone itself can indicate a change in attitude toward one's work (which is inferred because these are internal communications).

Collectively, the entire system measures each employee with a personal and individual benchmark created by AI & ML, learning and identifying employee's habits and averages, thus creating a baseline to manage and measure against. If there is a change in user behavior, the system will be able to flag and identify such changes.

Anti-Toxicity:

This module provides organizations anonymous alerts if there is an illegal case of harassment, discrimination, or even cyber bullying in the organization.

ELEFense' Anti-Toxicity platform is an independent system. It will enable the company to immediately spot any illegal actions as soon as they occur, providing the opportunity to take swift action. This tool is meant to protect not only the employees and their teams but also the company and its reputation.



The main dashboard will show the user how many cases of harassment, discrimination, abuse, aggression, and any other cause for concern taking place in the organization. The system ultimately allows companies the ability to identify if there is an underlying organizational culture issue.

CONCLUSION

If your company is exhausted by the price of employee turnover and is looking to mitigate claims of poor company culture and desires a solution that provides a visual snapshot of your employee's cultural vital signs... the answer is ELEFense.

At ELEFense we recognize that the first step to building a company culture that your employees gravitate to, is to first take a pulse of your company. ELEFense successfully captures the beats of company environments by providing an easy-to-understand and powerful dashboard that reflects a scoring system and real-time visual trend lines identifying if there are issues that require attention. Our system anonymously detects critical anomalies and shifts in culture providing your team the ability to act on these real-time alerts.

Are you ready to put ELEFense to work at your organization? Get started at www.elefense.com