

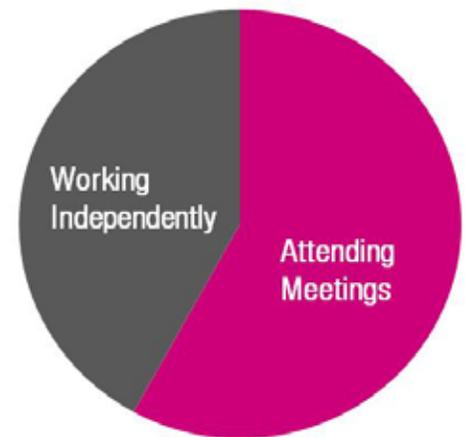


Call for Beta Trial Participants

Meetings are central to organizational life. Senior Managers spend approximately 60% of their time in meetings. By some estimates there are 2.2 billion meetings each year in the U.S alone. Meetings are critical for gathering ideas, making decisions, communicating plans, and generating engagement. While good meetings are valuable and energizing, many are perceived as a waste of time, as frustrating instead of enlightening.

SPOKES takes a unique approach to solving this problem. While most meeting effectiveness tools focus on meeting norms or protocols, SPOKES analyzes the patterns and types of interactions that take place between participants to generate insights and identify opportunities for meeting improvement.

Where Managers Spend their Time



SPOKES Overview

SPOKES is an iPad application. Through the use of an intuitive interface, SPOKES allows a meeting observer to classify interactions into one of eight discrete categories. By analyzing the timing, source, and frequency of interactions in each category, SPOKES addresses questions such as: Are all team members participating effectively or do some sit back or dominate the conversation?

- Are all team members participating appropriately?
- Is the meeting's objective (e.g. information sharing, brainstorming, decision making) supported by the type of discussion taking place?
- Is the meeting's tone supportive and positive or negative and acrimonious?

Upon completion of the meeting, SPOKES generates a report that analyzes and visualizes interaction trends in your meeting and suggests ways to improve meeting productivity and effectiveness.



Business Applications

Combining its deep insights with the unique visualizations of meeting effectiveness it provides, SPOKES can be used to:

- Measure meeting effectiveness
- Pinpoint specific opportunities to enhance meeting effectiveness
- Coach teams to increase collaboration and productivity
- Coach individual meeting participants to improve leadership and facilitation skills

Our Request

We're looking for organizations to help us beta trial SPOKES in order to make it as robust, accurate, and actionable as possible.

Specifically, we're looking to trial SPOKES in meetings that:

- Are 30 minutes - 120 minutes in duration
- Involve 5-12 participants
- Do not include more than 2 remote individuals (i.e. individuals participating by phone, WebEx, video conferencing, etc.)
- Are intended to share information, brainstorm ideas, or make a decision

Our process for beta-trialing the app is simple and hands-off but we do require that:

- A member of our SPOKES team be allowed to observe the meeting in person
- You communicate to the meeting's participants in advance that we are using SPOKES
- Meeting participants complete an anonymous and very simple, 5-question Likert scale survey at the end of the meeting

What You Get

First and foremost, you get a partner who will keep all of the information you share with us completely confidential, and who will be unobtrusive and respectful when in your meeting space. We also will provide a SPOKES output report that includes

- A visual and numerical analysis of the types of interactions that took place during the meeting
- Inclusiveness, empowerment, and composition metrics
- An assessment of the meetings effectiveness and recommendations for improvement

We also commit to keeping you fully up-to-date on updates regarding SPOKES' development. We are hoping for you to be an important partner in this development process, and would love to show you how your feedback and data helps to shape our tool moving forward!

For more information, please contact Amy Dinicola at amy.dinicola@philosophyib.com or 1-973-264-1336.



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