

FLASHBRAND

THE NEW TALENT EXPERIENCE

COMPANY PURPOSE

Flashbrand gives people the **power to manage** their personal **development** and **improve their skill, performance** and brand.



Flashbrand aims at supporting the **Human Richness** and helping organizations adapt to the **new world of work**.

A CUTTING-EDGE TALENT EXPERIENCE

"Companies are no longer happy with end-to-end talent management systems designed for HR - we now need platforms that help employees (and contingents) manage their own talent experience at work",

Josh Bersin



Facilitate relationship between employees and managers and adapt the organization to the new world of work



Access to innovation, with disruptive features augmented with A.I. and a design improving the Employee Experience



Flexible mobile and web App supporting both complexity and employee centricity



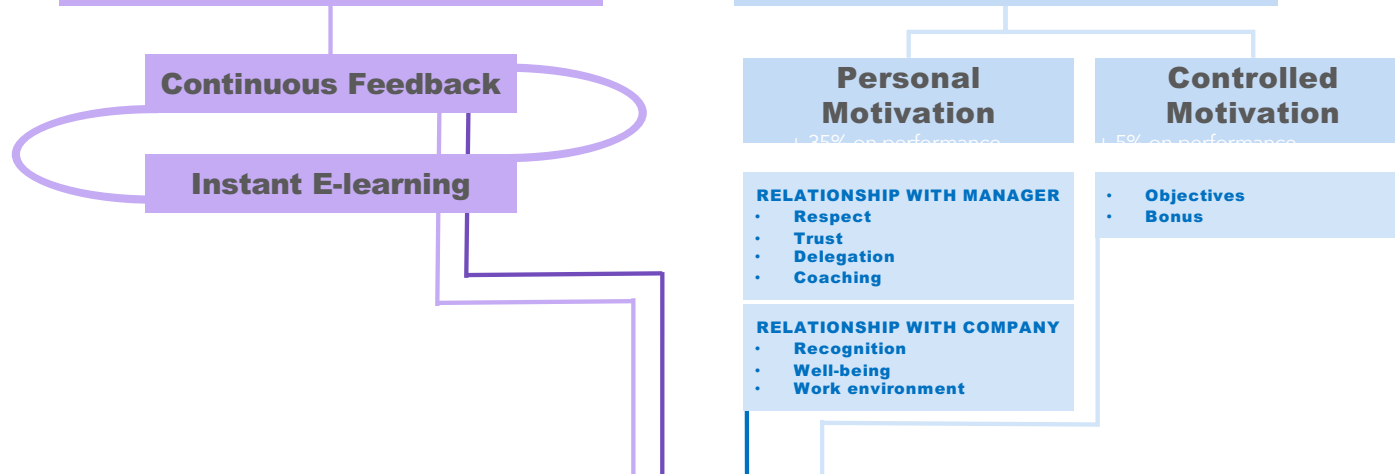
Shift towards the future of HRIS

THE THEORY OF EMPLOYEE PERFORMANCE

The Relativity of Engagement

PERFORMANCE =

COMPETENCIES x **ENGAGEMENT²**



Flashbrand addresses all criteria impacting employee development, performance and engagement and optimizes all relationships

TALENT MANAGEMENT REINVENTED

A people centric and AI enriched solution



CONTINUOUS FEEDBACK

Real 360 continuous feedback, from anyone (inc. customers) to anyone. Feedback can be transparent or anonymous, solicited or spontaneous.



INSTANT E-LEARNING

Learning "on the fly" thanks to Mobile and Desktop instant access to personalized e-learning recommendations.



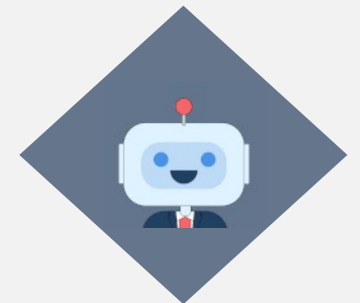
EMPLOYEE LISTENING

Continuous listening of employees' wellbeing and traditional pulses on "moments that matter" to constantly monitor engagement.



AGILE PERFORMANCE

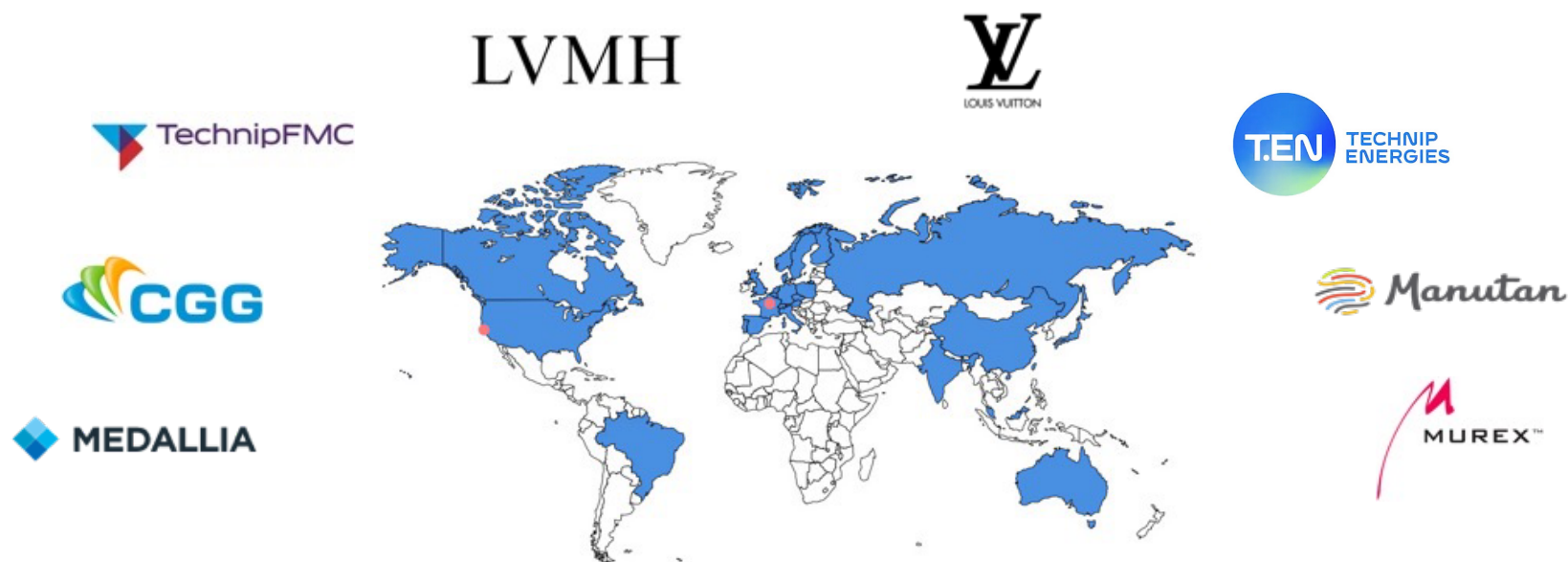
Flexible and agile performance management processes, aligned with business pace and supporting high performing teams.



AICO

The Digital Personal Coach

OUR GLOBAL FOOTPRINT AND NETWORK



They support and trust Flashbrand:

Startup programs



Key HR consulting



Deloitte.

Specialists in several fields (psychology, A.I.,...)



Microsoft
Confidential - Flashbrand 2021

FEEDBACK FOR DIFFERENT SITUATIONS

Spontaneous or requested feedback

The image displays four overlapping smartphone screens showing the 'Spontaneous or requested feedback' app interface. The screens show the following content:

- Screen 1 (Leftmost):** A 'Provide to: Tony Stark' screen with a 'Cancel' button. Below is a message: 'Hi Tony, you did great during the suit demo. It would have been great if you allowed us to try it too'. At the bottom, there's a section for 'Organization Values' with a star rating for 'Customer Excellence'.
- Screen 2:** A 'Top Strengths' screen. It asks to 'Select his/her top strengths' and lists options: 'Communication' (checked), 'Delegation', 'Team building', 'Problem Solving', 'People developer', and 'Resilience'. 'Leadership' is also checked.
- Screen 3:** A 'Soft Skills' screen. It asks 'How often does he/she express Empathy?' with options: 'Never', 'Rarely' (selected), 'Sometimes', 'Often', and 'Always'. Below, it asks 'What is his/her level of Confidence?' with options: 'Poor', 'Average', 'Good', and 'Excellent' (selected). It also asks to 'Evaluate his/her Stress Management'.
- Screen 4 (Rightmost):** A 'Continue / Stop / Consider' screen. It asks 'The thing I appreciate the most and that he/she should keep doing' with the answer 'Saving the world'. It also asks 'One thing that he/she should do differently?' with the answer 'Be more team player'.

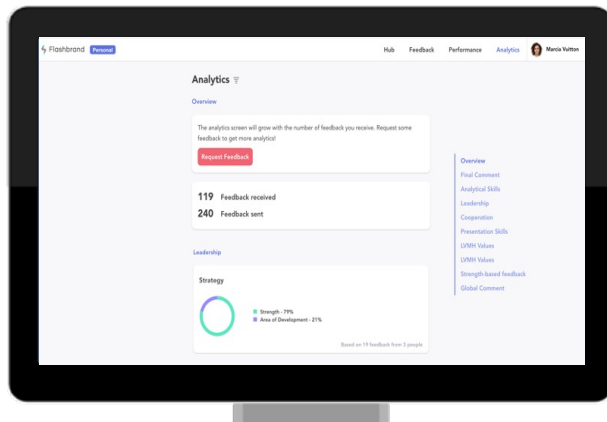
Feedback on objectives

The image displays two smartphone screens showing the 'Feedback on objectives' app interface. The screens show the following content:

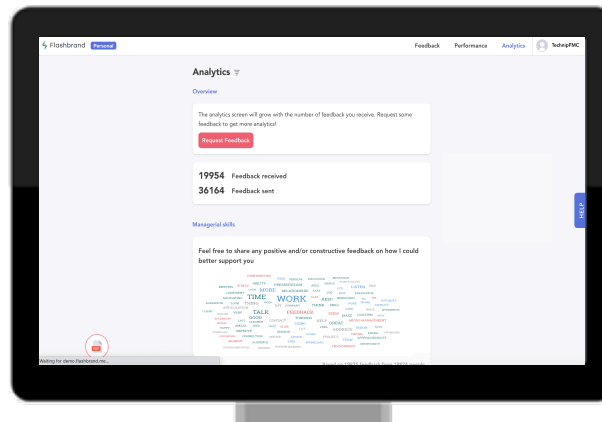
- Screen 1 (Left):** A 'Request to: Jessica Jones' screen. The subject is 'Objectif vente 2020'. It asks to 'Please give me feedback on this objective'. Below is a section 'Select elements to request' with three checked items: 'Organization Values', 'Customer Excellence', and 'Creativity'. Each item has a 'Provide a 1 to 5 Rating' prompt.
- Screen 2 (Right):** An 'Answer' screen. The subject is 'Decrease crime in NY city'. It shows a notification: 'This feedback request was initiated by Tony Stark. He/She will have access to the answer.' Below, it shows the request was made 'on behalf of: Jessica Jones' and is addressed 'To: Me'. At the bottom, there's a section for 'Organization Values' with a star rating.

AI AUGMENTED ANALYTICS DASHBOARDS

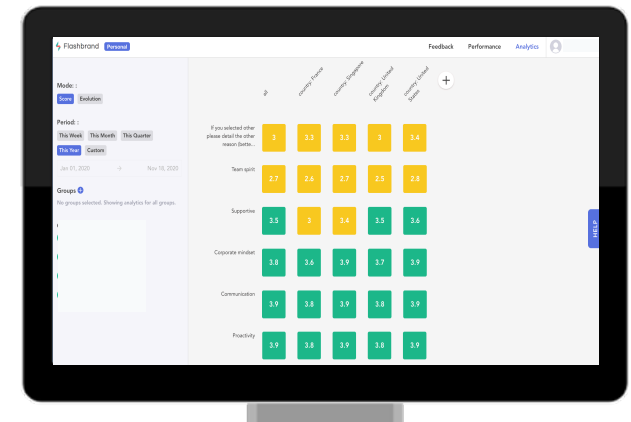
Overview of feedback received



Sentiment Analysis of Feedback Text



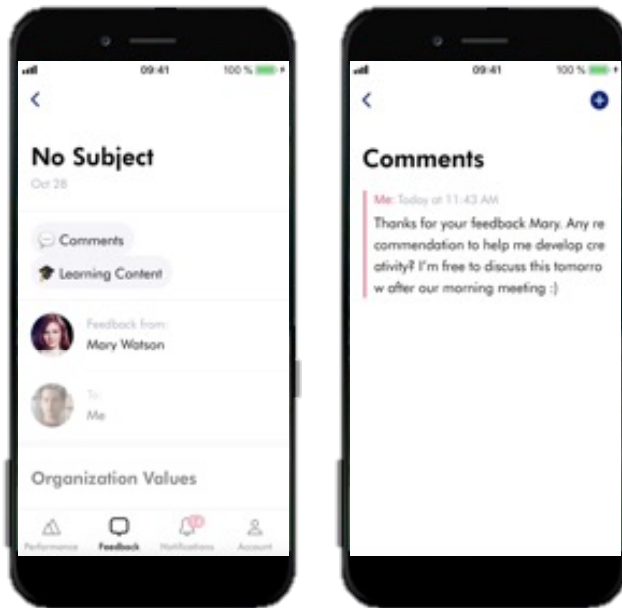
Multi-Dimensional Continuous 360



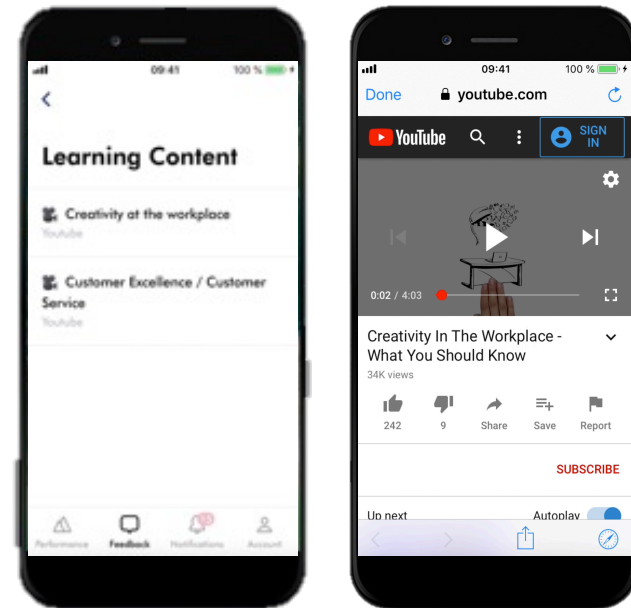
INSTANT E-LEARNING RECOMMENDATIONS

To learn on the fly

Rich feedback with conversation mode



Embedded E-learning recommendation

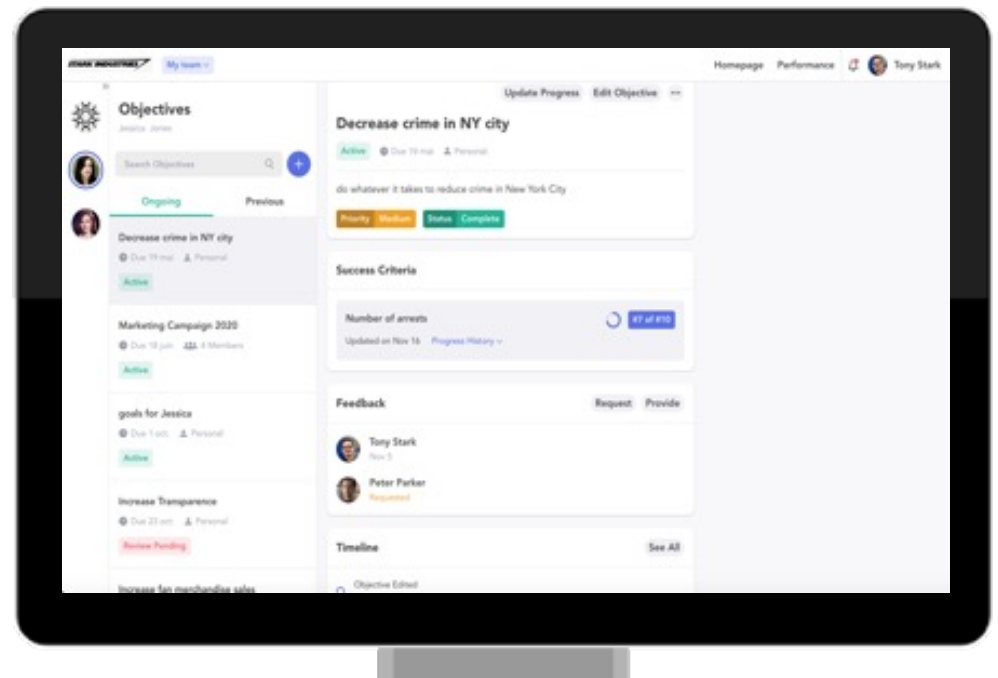
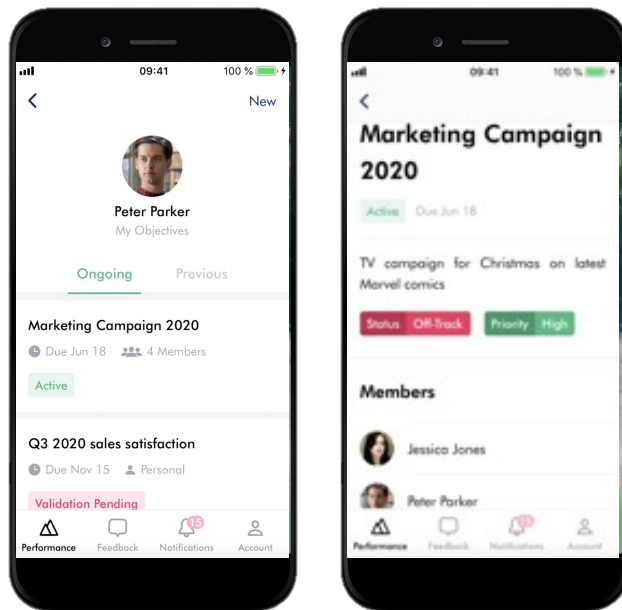


AGILE OBJECTIVE MANAGEMENT

Based on OKR

Mobile access

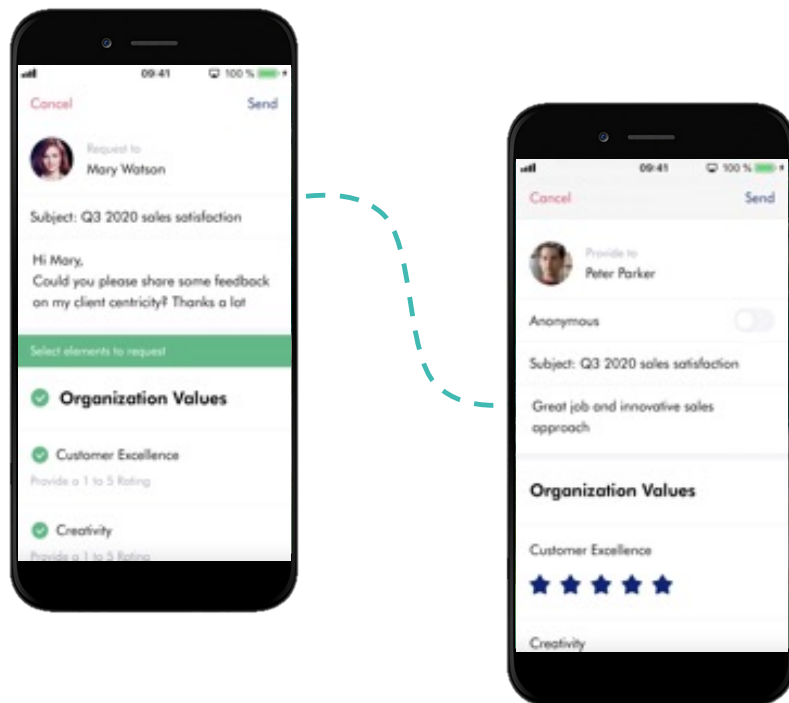
Desktop access



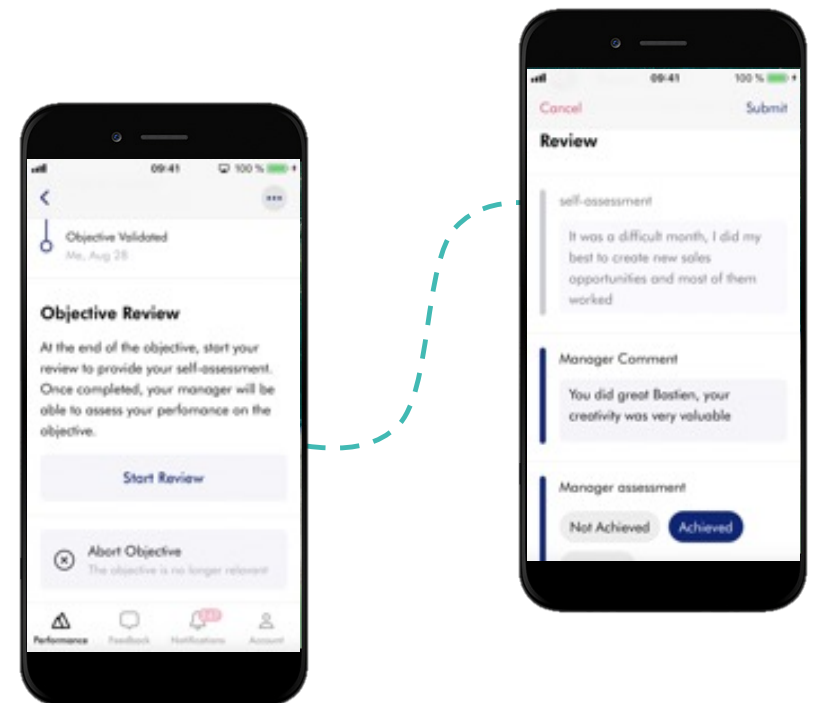
AGILE OBJECTIVE MANAGEMENT

With Feedback and Review

Feedback on objective

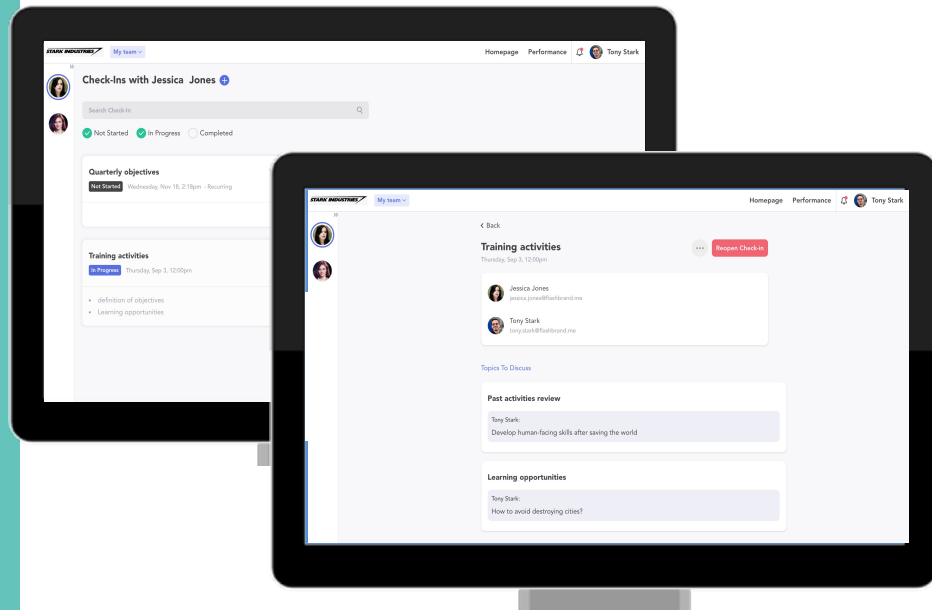


Agile and light objective review

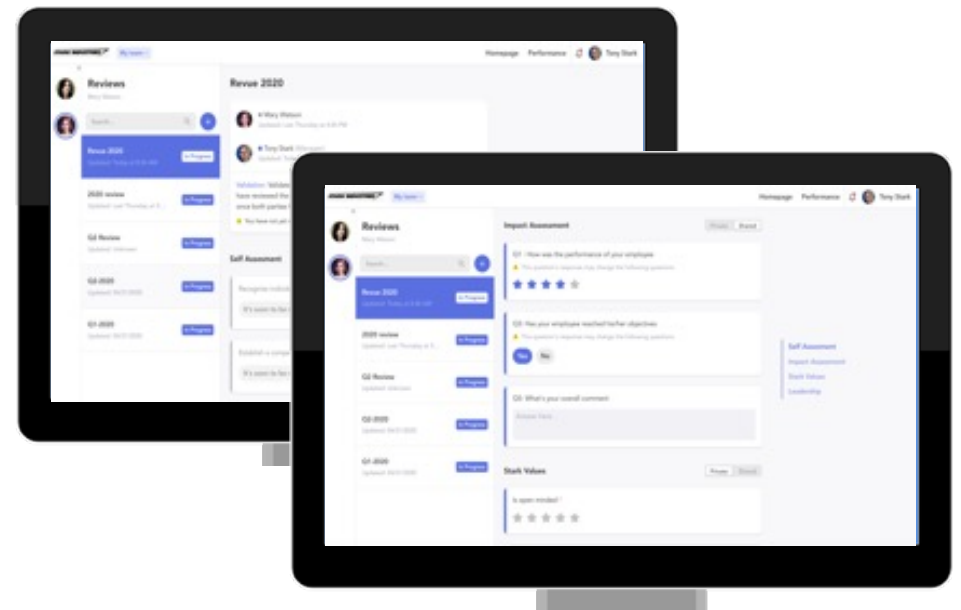


EMPLOYEE OWNING THEIR PERFORMANCE

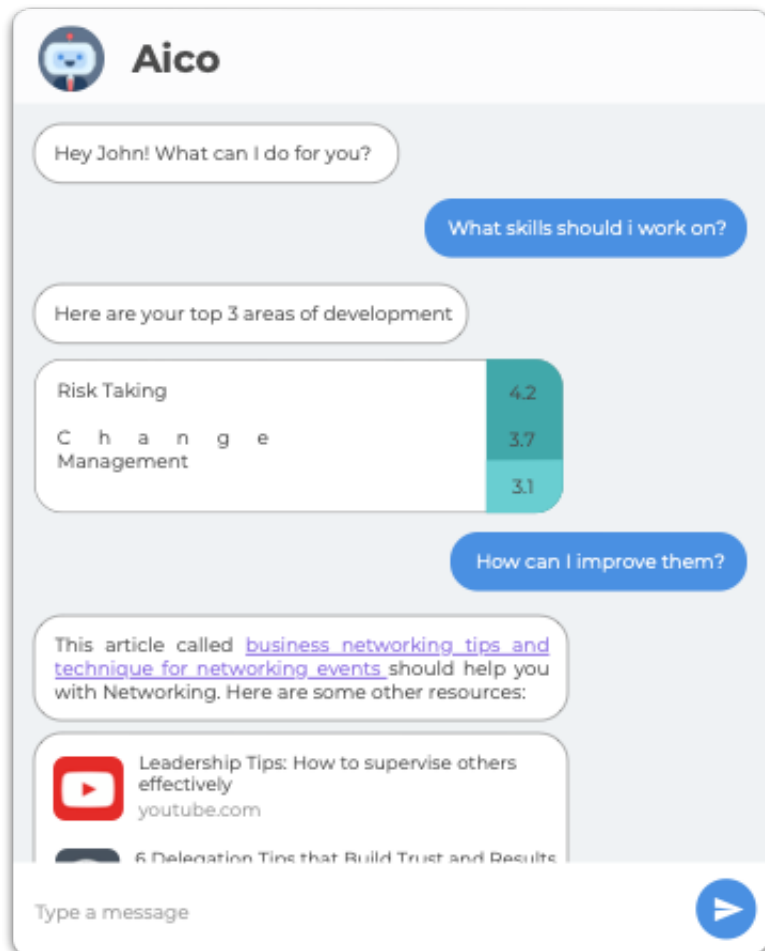
Open one-on-one
check-in management



Liquid reviews aligned with
business pace



AI DIGITAL COACHING FOR ALL



- **Innovative change management support: discussions on company's feedback culture with learning recommendation (e.g. *how to give feedback? How to receive feedback? ...*)**
- **Feedback analysis and e-learning recommendation**
- **Usage analysis and call to action recommendation (objective update, feedback request, ...)**
- **Discussion and support on several topics (time/conflict/stress management, procrastination, remote team management, ...)**
- **Proactive and reactive discussion**
- **Leading edge A.I. and machine learning algorithm**

ENGAGEMENT AND PEOPLE CARE

Employee continuous listening

Employee continuous listening and pulses



Employee engagement with real-time conversation

25 John Doe August 9th

My work-life balance is terrible. Every week-end I am assigned an urgent task at the last minute. This is really starting to affect my personal life negatively. Also, more staff should be present in the cafeteria during peak hours. The line for lunch is incredible.

CAFETERIA

Service Speed

EMPLOYEE DEVELOPMENT

Work-Life Balance

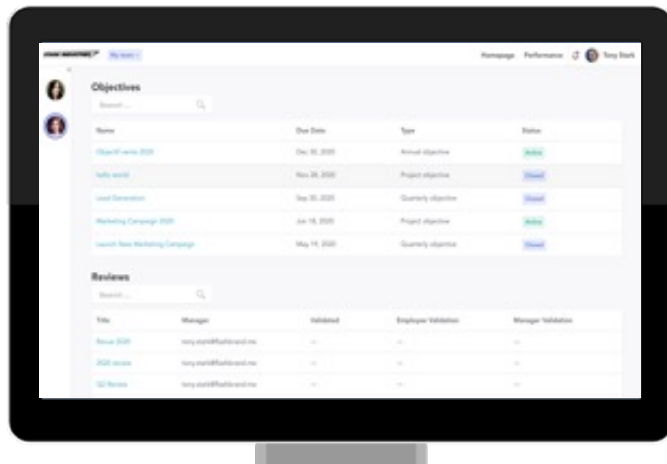
Thanks for your feedback. We are sorry to hear you had to work over the week-end. We will send a pulse soon to evaluate if this is an isolated case or not, and communicate to all manager in your organization.

Concerning the cafeteria, we agree with you and raised the issue during our last meeting with our provider. They are planning to adjust their staff.

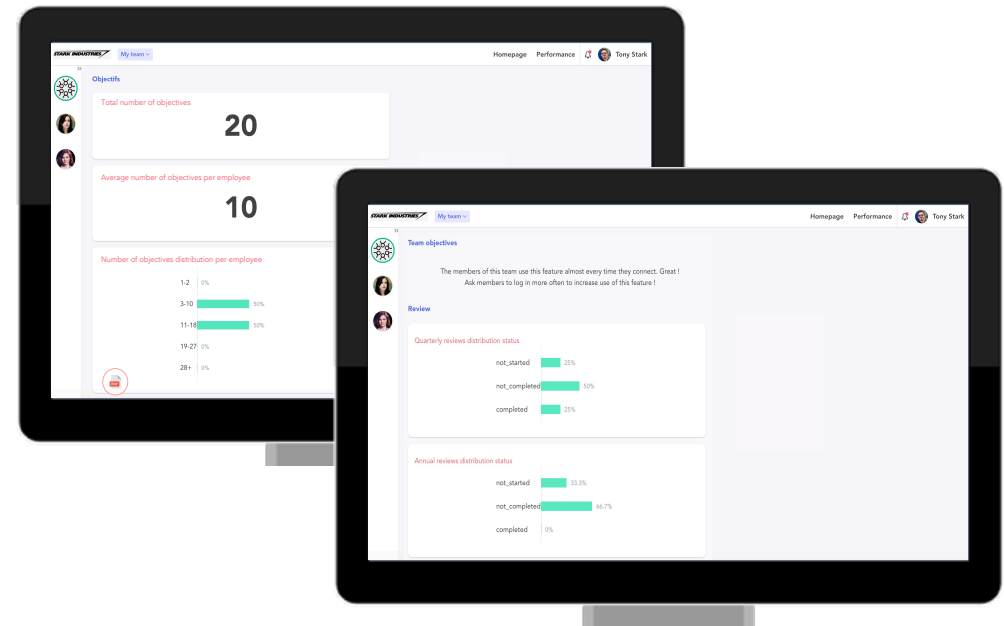
Type a message

SUPPORTIVE MANAGERS FOR PERFORMING TEAMS

Aggregated team view and access



Team members use support



ADMIN AND HRBP MONITORING

Monitoring and management of usage

- Detailed statistics on usage per week, month, quarter,...
- Usage per group, organization, Demographics
- Feedback KPI, e.g. # of feedback received, sent, requested, % spontaneous feedback, anonymous vs transparent
- Performance KPI, e.g. average # of objectives per employee, personal vs team, objectives completion, review campaign monitoring, ...
- Export of usage statistics
- PDF reports

Triggered Call to Actions

- Actions based on configurable Rules Engine (AI)
- Actions can be triggered automatically (based on business rules) or manually, e.g. remind to create objectives, to request feedback, to schedule check-ins,...



REPORTING, DASHBOARDS AND ADMIN

Admin Functionalities

Multi level admin access

- ✓ Support admin at different level / country / subsidiary

User Administration

- ✓ Manual creation / archive of users

Administration of Domain , Category and Skills

- ✓ Create / edit competencies map
- ✓ Associate users/ group... with Competencies
- ✓ Administer Performance (objectives, 1:1 , reviews)

Messaging and Notifications

- ✓ Manual creation / archive of users
- ✓ Create / edit all content

Culture Communication and campaign

- ✓ Create and trig Action (usage)

Customization

Dashboard and HR Analytics

Deep Real-time Analytics Dashboard

- ✓ Sanitized data
- ✓ Real-time evolution of competencies of all employees
- ✓ Filter by Group, Context , organization or any dimension added in Flashbrand (tenure, gender, diploma)
- ✓ Comparison between dimensions (360 view)
- ✓ Competencies Magic Quadrant Analysis

Wellbeing Analytics and Engagement

- ✓ Collect and Analyze unsolicited employee feedback
- ✓ NLP engine , text and Sentiments Analysis
- ✓ Engagement conversation

Feedback Culture Analytics

- ✓ Usage Analytics by group, country, subsidiary, management level, feedback type,
- ✓ Trig actions to monitor and improve feedback

Export of all analytics

- ✓ Export of analytics to other corporate analytics tools



Real-time insight on employees help HR plan, execute and measure development activities



Humanize Employee Development

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