



ENGAGGÎO™
measuring what matters



BEENAI™

PEOPLE INTELLIGENCE
FOR A BRIGHTER TOMORROW

Behind every
performance is a person.
Behind every person is a
story worth understanding.

Understand what matters to your people.
Recognise what may be changing.
Respond before it becomes a challenge.

EMPLOYEE BEHAVIOURAL & ENGAGEMENT INTELLIGENCE

Understand People Better. Unlock Better Performance.

ENGAGGIO

Measuring What Matters.

PEOPLE
IDEAS
CULTURE
PERFORMANCE
A BRIGHTER
TOMORROW

HUMAN INSIGHTS.
STRONGER ORGANISATIONS.
A BRIGHTER TOMORROW.

We've measured engagement
for decades.
Yet the engagement gap remains.

20%¹

OF EMPLOYEES GLOBALLY
ARE ENGAGED.

Only one in five people at work
feel engaged today.

MEASUREMENT



MEANINGFUL CHANGE

**\$10
TRILLION**¹

IN ESTIMATED LOST PRODUCTIVITY
ASSOCIATED WITH LOW ENGAGEMENT.

The cost of disengagement is enormous —
for people, organisations and economies.

We don't need more numbers about people.
We need to understand what the numbers are trying to tell us.

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Performance doesn't change overnight. The signals often begin long before the numbers move.

Before productivity falls, attrition rises or performance changes, something may already be shifting in the employee experience.

MOTIVATION SHIFTS

Energy begins
to change.

PRESSURE BUILDS

Work starts
feeling different.

CONNECTION WEAKENS

Belonging begins
to fade.

TRUST CHANGES

People begin
holding back.

COMMITMENT MOVES

Intent and effort
start shifting.

PERFORMANCE FEELS IT.

The impact shows
up in the business.

Business outcomes are often the last thing you see.
The human signals started earlier.

What if organisations could understand those signals sooner?

BEENAI™

PEOPLE INTELLIGENCE
FOR A BRIGHTER TOMORROW

Meet **BEENAI**

Go beyond engagement. Understand what drives it.

BEENAI is an AI-backed Employee Behavioural & Engagement Intelligence platform that helps organisations understand the human factors shaping engagement, behaviour and performance — and how they may be changing over time.

From what organisations **SEE...**

ENGAGEMENT

PERFORMANCE

ATTRITION

ABSENCE

BEENAI™

EMPLOYEE BEHAVIOURAL &
ENGAGEMENT INTELLIGENCE

HUMAN INSIGHTS.
STRONGER ORGANISATIONS.
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PEOPLE
IDEAS
CULTURE
PERFORMANCE
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*People
Power
Progress*

...to what may be **SHAPING IT.**

- MOTIVATION
- TRUST
- BELONGING
- LEADERSHIP
- RECOGNITION
- WELLBEING
- GROWTH
- CULTURE

Don't just measure the outcome. **Understand what may be shaping it.**

Recognise patterns. Identify what matters. Act earlier. Measure change.

ENGAGGIO

Measuring What **Matters.**

BEENAI turns employee engagement from a score into organisational intelligence.

A MORE
HUMAN-CENTRED
WORKPLACE
IS A STRONGER
TOMORROW.

Seven Dimensions. One Human Reality.

BEENAI brings together 7 interconnected dimensions of the employee experience, powered by 21 underlying parameters, to understand what may be shaping engagement and performance.

People don't experience work in categories. Everything connects. **BEENAI is built to understand those connections.**

ENGAGGIO

Measuring What **Matters.**



Not seven separate scores.
One connected understanding of your people.

Because what affects engagement rarely happens in isolation — and what affects people ultimately affects performance.

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TOMORROW.

The difference isn't in asking more questions.
It's in understanding more from the answers.

Conventional Engagement

MEASURES. REPORTS. MOVES ON.

- A moment in time
- Produces scores
- Shows what employees said
- Highlights findings
- Ends with a report

KNOW THE SCORE

INFORMATION

INTELLIGENCE

BEENAI
UNDERSTANDS. CONNECTS. DRIVES CHANGE.

- Understands patterns
- Builds context
- Explores what may be shaping it
- Identifies where attention may matter
- Tracks what changes after action

KNOW WHERE TO ACT



UNDERSTAND THE WHY

From measuring engagement to understanding what drives performance.

BEENAI transforms employee responses into connected behavioural intelligence —
helping leadership move from knowing the score to knowing where to act.

Your organisation doesn't need another engagement score.
It needs to know what to do differently because of it.

Productivity doesn't begin with performance. It begins with what enables people to perform.

Understand the conditions that enable people to perform.

Performance is the outcome. BEENAI helps organisations understand the human conditions that may strengthen — or limit — the ability of people to deliver it.

PEOPLE
IDEAS
CULTURE
PERFORMANCE
A BRIGHTER
TOMORROW

*People
Intelligence
Drives
Progress*

HUMAN SIGNALS

Early indicators of changing human conditions.

BEENAI™
TURNS INSIGHTS INTO
ORGANISATIONAL
INTELLIGENCE

Earlier Visibility
See where human conditions may be shifting.

Focused Action
Direct attention where it can matter most.

Measurable Change
Understand what moved after intervention.

STRONGER PERFORMANCE



BETTER
PEOPLE
BRIGHTER
BUSINESSES

PRODUCTIVITY

18%
higher sales
productivity

14%
higher production
productivity

23%
higher profitability

Highly engaged teams show 18% higher sales productivity, 14% higher production productivity and 23% higher profitability compared with low-engagement teams.*

*Source: Gallup Q12 Meta-Analysis, 11th Edition.

BEENAI helps leadership understand those conditions earlier — **so action can begin before the business feels the full impact.**

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TOMORROW.

From Insight to Intervention to Impact.

Knowing is not the outcome. Changing something is.

BEENAI is designed to help organisations move beyond identifying engagement issues — to understanding where attention matters, taking informed action and seeing whether that action actually made a difference.

01

WHAT IS CHANGING?

See emerging movement.

Understand where employee experience may be strengthening, weakening or remaining stable.

Sentiment
Motivation
Trust
Wellbeing
Collaboration
Growth
Commitment

DISCONNECTED SIGNALS
MULTIPLE VOICES. UNCLEAR PICTURE.

02

WHERE DOES IT MATTER?

Find the priority.

Identify the teams, dimensions and patterns that may deserve leadership attention.



UNDERSTAND
TURN COMPLEXITY
INTO CLARITY.

03

WHAT SHOULD WE ADDRESS?

Move from insight to intervention.

Give HR and leadership clearer context for deciding where and how to respond.



PRIORITISE
FOCUS WHERE
IT MATTERS MOST.

04

DID IT MAKE A DIFFERENCE?

Measure movement after action.

Reassess and understand whether the underlying conditions actually changed.



REASSESS
SEE WHAT
HAS CHANGED.

Strengthened
POSITIVE MOVEMENT

Stabilised
STEADY PROGRESS

Needs Attention
CONTINUE FOCUS

CLEARER OUTCOMES
FROM INSIGHT TO MEASURABLE MOVEMENT.

Most platforms can tell you:
“Your engagement score changed.”

BEENAI is designed to help you understand:
“What changed, where it changed, what may be shaping it —
and whether your action made a difference.”

Because insight only creates value when it changes what happens next.

Better performance begins with better understanding.

When organisations understand what is shaping their people, they can change what shapes their performance.

BEENAI™

People Intelligence. Built for Performance.



Understand
earlier.



Act where
it matters.



Measure
what changes.

Let's understand what is shaping your people —
and your performance.

[REQUEST A DEMO →](#)

ENGAGGIO

Measuring What Matters.

LET'S TALK

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POTENTIAL

PEOPLE
IDEAS
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PERFORMANCE
A BRIGHTER
TOMORROW

*People
Drive
Progress*

*What could your people achieve
with a deeper understanding?*

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