

Predictive data in an unpredictable world

THE ODYSSEY INDEX

Unique AI-powered tool to test, monitor and **enhance your business' capacity to cope with COVID-19**



COVID-19 is an unprecedented global humanitarian and business crisis.



Although this crisis will eventually end, the choices that we as leaders make in the interim will determine its trajectory and outcome.



To make the right choices we as leaders need rigorous, penetrating and timely data on how our organisations are reacting to the twists and turns of the crisis.



Leaders need predictive data that tells us whether our interventions are being enabled or disabled by our organisations. Effective decision making requires deep insight into how employees and leaders behave, think and feel. We need to know whether our systems & processes are helping or hindering.



Only with quality data-driven insights can leaders rapidly assess the effectiveness and impact of our decisions & actions. This enables us to reinforce our decisions when we get it right, and pivot when we get it wrong.

The ODYSSEY **TOOLKIT**

The Odyssey toolkit gives you the operational & predictive information you need for an effective response to the crisis and its aftermath.

Odyssey is cloud-delivered and leverages our unique capabilities across AI, behavioural science & measurement, as well as technology.

The AI-powered Odyssey toolkit provides you with:

Frequent data

- A single, frequently updated metric that captures your organization's capacity to cope with COVID-19
- Access to datasets that enable penetrating analysis into drivers & differences across the organisation

Benchmarks

- Benchmarks that provide you with reference points on crisis response effectiveness
- Access learnings from other businesses facing the same challenges

Action recommendations

Clear and actionable recommendations

Offer & **SERVICE**

In the first month we will forgo our fee in return for a donation to a COVID-19 charity. Thereafter, we will provide you with continued support for as long as you require, for a nominal fee.

Key FEATURES

The Odyssey Index quantifies the organizational capacity to cope:

- Single metric -100 to +100 scale
- Weekly updates
- Trend line & predictive forward velocity
- Sub-indices for:
 - crisis-relevant mindsets & behaviours
 - emotional states (fear, anxiety, multi-lens trust)
 - context
- Indices broken down by business unit & employee clusters

Benchmarking

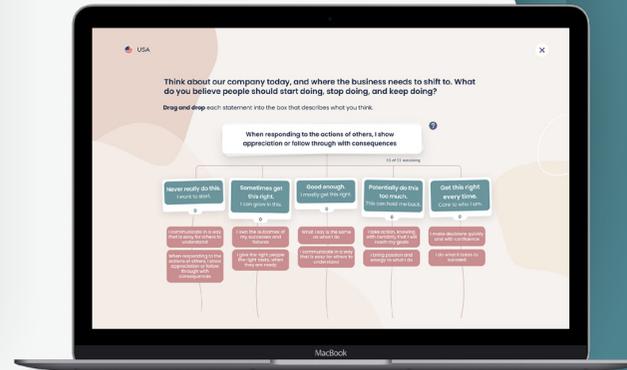
- Referenced against proprietary datasets & participating Odyssey companies

Data delivered through reports, data cubes & dashboards

Frequent product enhancements & feature upgrades

Activations

- Action recommendations
- Learnings from Odyssey participants



Measurement & data processing using the Twisit® and Living Analytics® platforms

- Smart continuous sampling
- Gamified data collection with an average five minute duration
- Algorithmic scoring
- Weekly data updates
- Desktop and mobile; office based & frontline employees

We are SINEQUANON

- Swiss based, in global partnership with Egon Zehnder
- All products anchored in science, powered by AI & delivered through technology
- Deep datasets mapping & measuring links between behaviors, mindsets, emotions and context with business outcomes

Twisit® ('the way I see it')

- Proprietary platform objectively measures behaviors, mindsets, emotions & context; patents pending
- Micro-intrusive & gamified UX, embraced by employees

Living Analytics®

- Proprietary AI platform with neural network architecture; patents pending
- Top-class cyber & privacy protection
- Provides business leaders with predictive data and individualized recommendations at unlimited scale