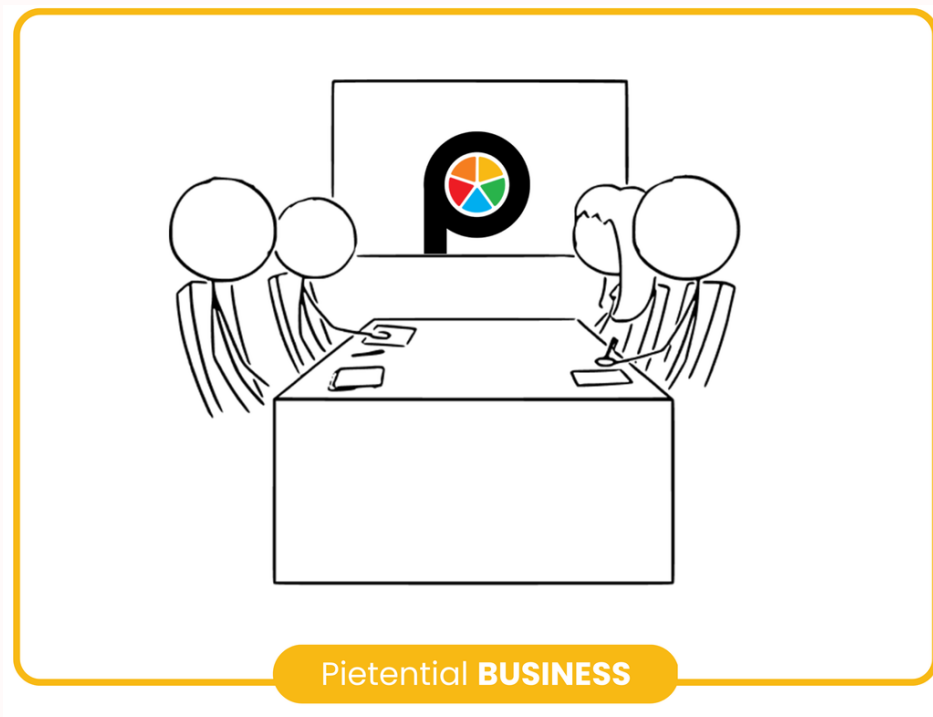# Pietential Business

— Empower your People with a Wellbeing Platform - and empower your Small or Medium Business with the Power of Wellbeing Data

Confidential

Pietential **BUSINESS**

Pietential BUSINESS
— Empower your People with a Wellbeing Platform - and empower your Small or Medium Business with the Power of Wellbeing Data

Pietential is a unique and powerful wellbeing platform that offers a comprehensive approach to measuring and improving individual and population emotional wellbeing. It has been created by reverse engineering Maslow's Hierarchy of Needs into an online survey and data visualization platform, and measures wellbeing in relation to five core human needs: Physiological, Safety, Love & Belonging, Esteem & Contribution, and Self-actualization.

As an HR leader in a small or medium business, you know that your employees are your most valuable asset. You want to do everything you can to support their wellbeing and ensure that they are able to perform their best work. That's where Pietential BUSINESS comes in.

Pietential BUSINESS is a wellbeing benchmarking, monitoring, and improvement platform designed specifically for *small* and *medium* businesses.

With Pietential BUSINESS, you can offer your employees a tool to visualize, monitor, and improve their wellbeing. At the same time, you can gain insight into the individual (when the employee chooses to share that information or the company's Privacy Policy demands it) and aggregate the wellbeing of your workforce through anonymized data visualizations.

Pietential BUSINESS has a front-end demographic survey with over 50 predefined categories, allowing small and medium businesses to create demographic cohorts and monitor and compare employee wellness. It gives organizational leadership the ability to visualize and analyze levels of employee wellbeing by location, job title, age, or other predefined factors, while also enabling you to add new categories that your HR department would like to keep track of. Pietential BUSINESS allows organizations the flexibility to customize their data-collection approach by defining demographics unique to their populations. After all, there is no one-size-fits-all solution to complex issues, like employee wellbeing.

Why Choose Pietential BUSINESS?

It allows you to track the impact of your employee-centered initiatives and programs. If you have a diverse population and want to assess the efficacy of your DEI initiatives, or wish to understand the wellbeing of under-represented groups (URG) with others, Pietential BUSINESS brings these processes onto a single platform.

Pietential Enterprise provides comparative analytics on over 50 demographics, while also offering autonomy to organizations in customizing their own demographics. By visualizing and analyzing this data, organizations can better understand the unique challenges their employees face, and tailor their wellbeing initiatives to meet their needs.

Pietential BUSINESS offers **small and medium businesses** the ability to **improve employee wellbeing** while gaining insight into the aggregate wellbeing of their workforce. With Pietential BUSINESS, you can:

-Support employee wellbeing on an individual basis
-Better understand employee population wellbeing on an anonymized aggregate basis through data visualizations
-Customize the demographics to your business's unique needs
-Download reports for analysis and record-keeping purposes
-Choose the level of disclosure for individual employees
-Make better informed decisions, based on data
-Prove the efficacy of your employee wellbeing initiatives
-Set alerts to be notified of dips in employee wellbeing

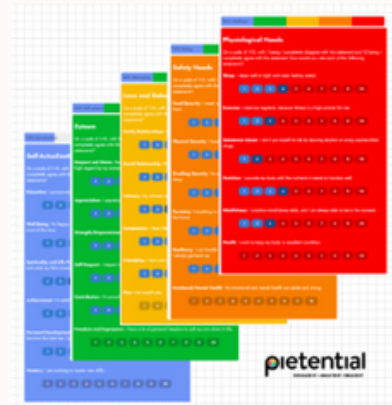## Long-term benefits of Pietential BUSINESS:

By prioritizing employee wellbeing and utilizing Pietential, companies can improve employee engagement, productivity, and retention rates. Additionally, our platform can help companies attract and retain top talent by demonstrating a commitment to employee wellbeing.

At Pietential, we are dedicated to helping companies support their employees and achieve their business goals. Our platform provides a comprehensive approach to measuring employee wellbeing, to help employees reach their full potential. At the same time, the platform offers leadership valuable insights about their workforce that can be leveraged to make data-driven decisions toward enhancing employee experience and engagement.
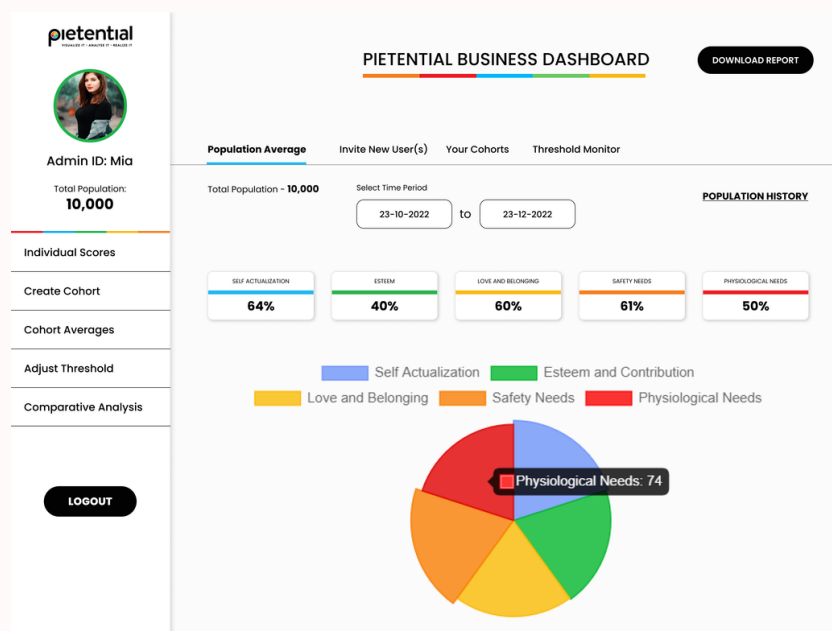
Sustainability

Vision

Equity

SUCCESSFUL BRAND

Mission

Employee welfare

Features and Benefits:

- **Wellbeing Assessment**: The Pietential platform provides an online wellbeing survey based on Maslow's Hierarchy of needs that renders results in the form of Pie and bar charts based on five core needs: Physiological, Safety needs, Love & Belonging, Esteem & Contributions, and Self-Actualization.
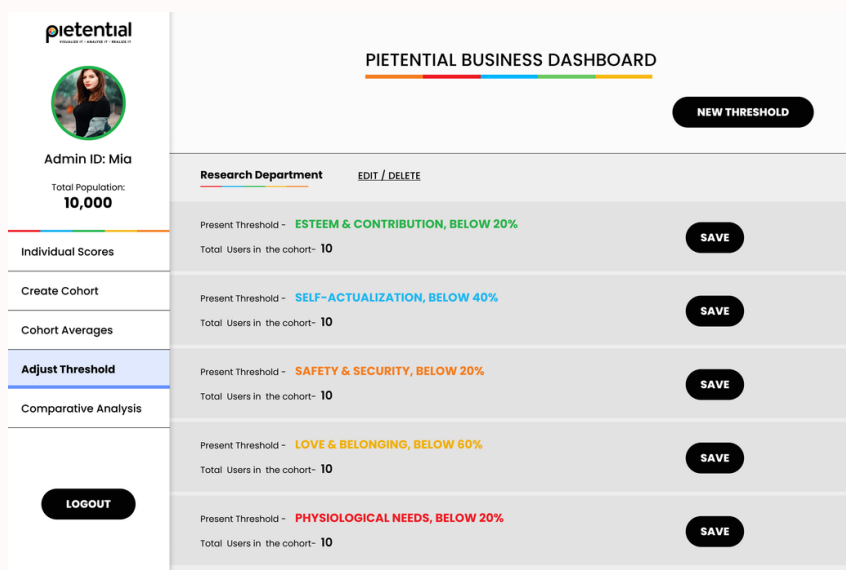

- **Data Visualization and Analytics Dashboard**: Pietential's admin dashboard provides organizations with real-time insights into employee wellbeing and engagement. This allows organizations to identify areas of concern and take action to improve employee satisfaction and productivity.

- **Downloadable Reports**: With Pietential BUSINESS, you can generate and download reports of the individual, cohort, and population wellbeing. You can also download reports of comparative analysis by custom selection of demographics.
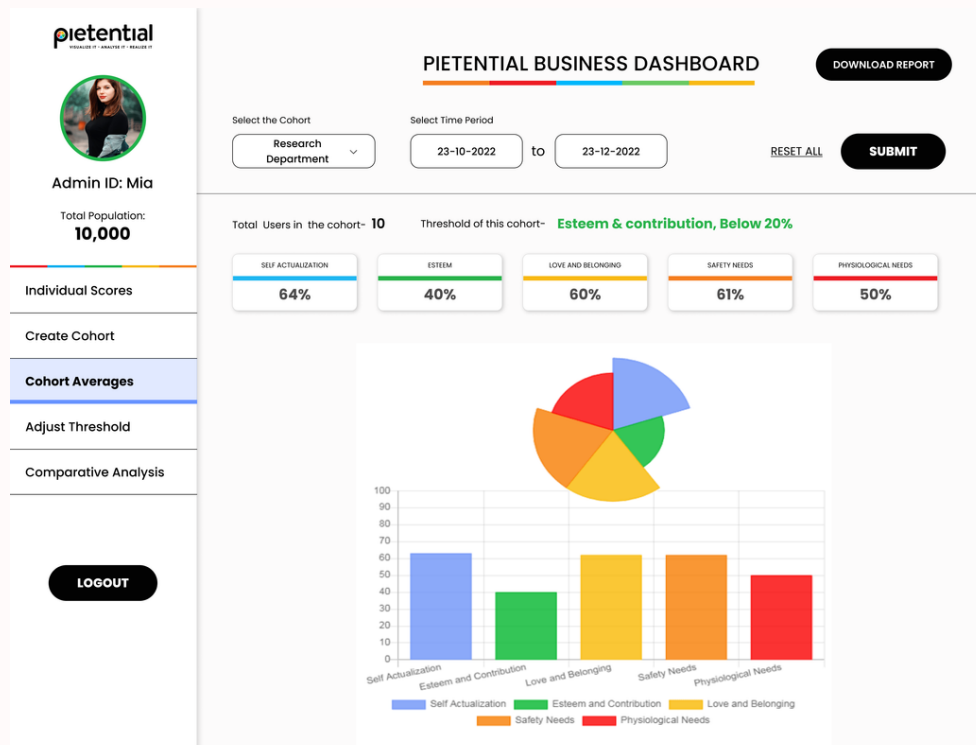
- **DEI Program Monitor**: Pietential helps organizations monitor the DEI program performance and measure program efficacy over time. It ensures that the under-represented groups in the organization feel heard. This gives organizations the data and insights to take necessary steps toward improvement and change.

- **Multiple Device Access**: The platform provides access through multiple devices to increase survey participation and engagement from the employees.

- **Security and Privacy**: Pietential is highly committed to **user confidentiality**. Unless users choose to share their direct scores with their HR department (or unless the company's Privacy Policy requires it) their individual data is kept confidential, while the organization can still access the aggregate anonymized data visualizations to understand the wellbeing of their population. This protects individual's right to privacy while ensuring that the organization still gains valuable information on wellbeing.
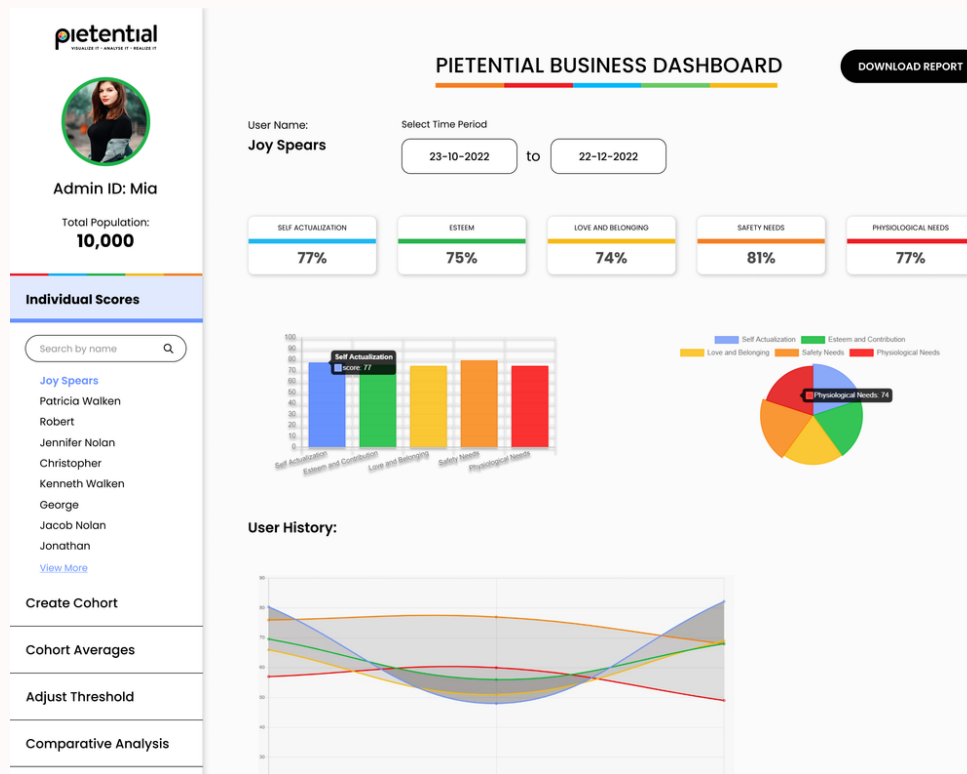
- **Real-time Employee Wellbeing Monitoring**: Visualize the wellbeing for any selected period for a particular individual, cohort, or population. View the report, and benchmark the efficacy of your wellbeing initiatives as they reflect the growth of your population's wellbeing.

- **Benchmark Employee Welfare**: Prove the efficacy of your employee wellbeing initiatives and attract the right talents to your organization.

- **Capture Early Signs of Employee-related Issues**: The Admin Dashboard's threshold monitor acts as an early warning system on disengagement and helps organizations prevent and stay alert to burnout, and other negative outcomes associated with poor employee wellbeing.
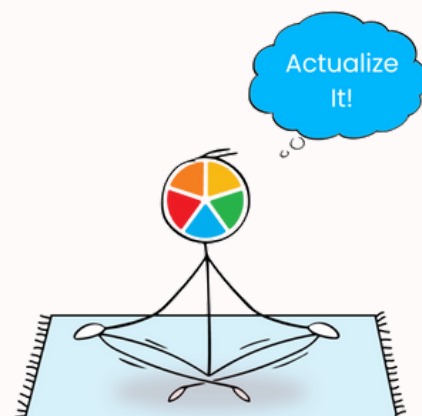
- **Dynamic Progress Tracking**: Admins can observe the personal growth of individual users over time, as well as the personal growth averages of their populations.

- **Data-driven Decision-making**: With access to data analytics and visualization tools, Pietential BUSINESS helps organizations make data-driven decisions regarding employee wellbeing and DEI initiatives.

- **Accelerating Growth Culture**: Observations, recommendations, and personal-growth hacking exercises are rendered instantly to drive users to reach their full potential.

Pietential provides organizations with a comprehensive and nuanced picture of the state of wellbeing of their workforce. **By providing a detailed and accurate assessment of an employee's emotional state, Pietential BUSINESS empowers small and medium businesses to identify areas for improvement and to take targeted action to address them.** Pietential BUSINESS can help create an inclusive environment that supports employee wellbeing by enabling organizations to take proactive steps to improve the health and wellbeing of their employees, leading to a more engaged, committed, and productive workforce.

www.pietential.com

The Life Balance & Population Wellbeing Realization System