



**Drive Engagement,
Retention, and Profits
by Knowing the Unknowable**

Pulse By fierce.

The Fitbit of Corporate America

Organizations need employees who are engaged, motivated, committed to their company, and drive performance.



Too often, though, poor communication, bad leadership, and changing priorities cause burnout, stress, employee turnover, and missed business targets.

The cost to companies is real. Stress is a 300-billion-dollar issue, turnover is a 1-trillion-dollar problem, and engagement is a 7.8 trillion-dollar challenge.

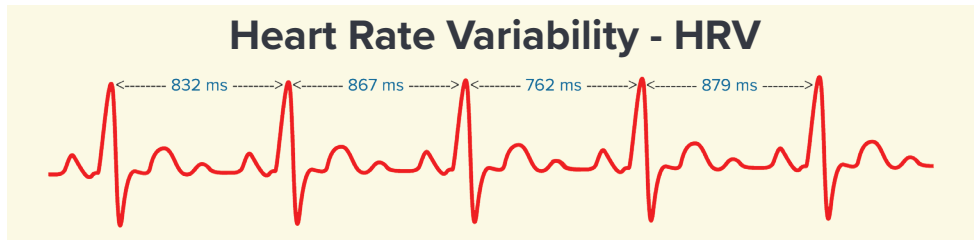


Organizations can't afford to do nothing, but the solution can't be what has been tried so many times and failed.

Instead, organizations need to know the unknowable by leveraging biometric intelligence with a solution that scales, drives action, and is personalized.

Biometric Intelligence

Biometric Intelligence is knowing the unknowable using biometric feedback, such as HRV to build self-awareness and emotional intelligence.



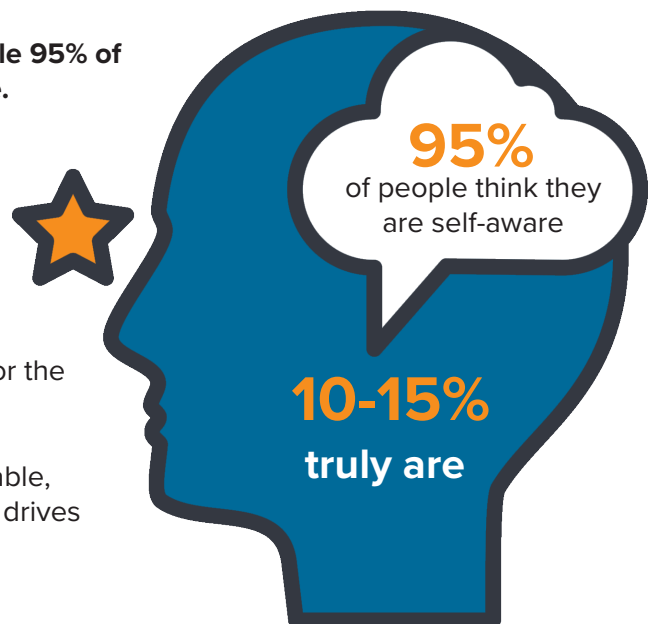
Self-awareness is how we see our values, passions, aspirations fit within our environment, reactions (thoughts, feelings, behaviors), and impact on others.

Would you say your employees are self-aware?

Research from Tasha Eurich, PhD shows that while 95% of people think they are self-aware, 10-15% truly are.

This lack of self-awareness is the root cause of an organization's challenges. Biometric intelligence builds self-awareness and emotional intelligence, improving team performance and increasing communication, collaboration, cohesion, and engagement. This ultimately leads to high engagement, low turnover, and more profitability for the organization.

In short, when your leaders can know the unknowable, your company moves beyond being a statistic and drives performance.

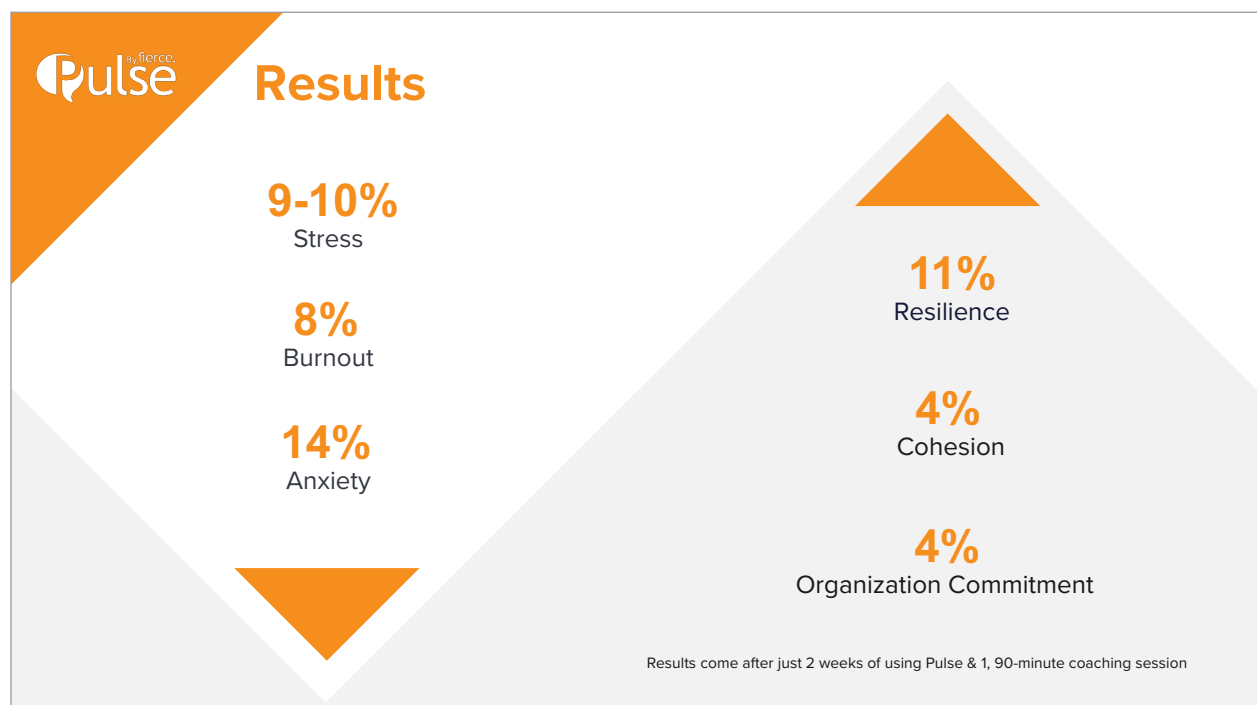


Introducing Pulse by Fierce



Pulse is an app that improves performance by helping individuals better understand themselves, their motivation, relationships, and self-regulation. Our innovative approach doesn't use self-assessments; instead, we use biometric intelligence, making it possible to pinpoint your biggest challenges in real-time.

But Pulse goes beyond just measurement. It's also about action. Once an issue has been discovered, performance-orientated people want a solution. Developing critical skill sets that enable you to maximize your relationship, minimize stress and burnout, and build resilience is supported by performance coaching and microlearning all in one product.



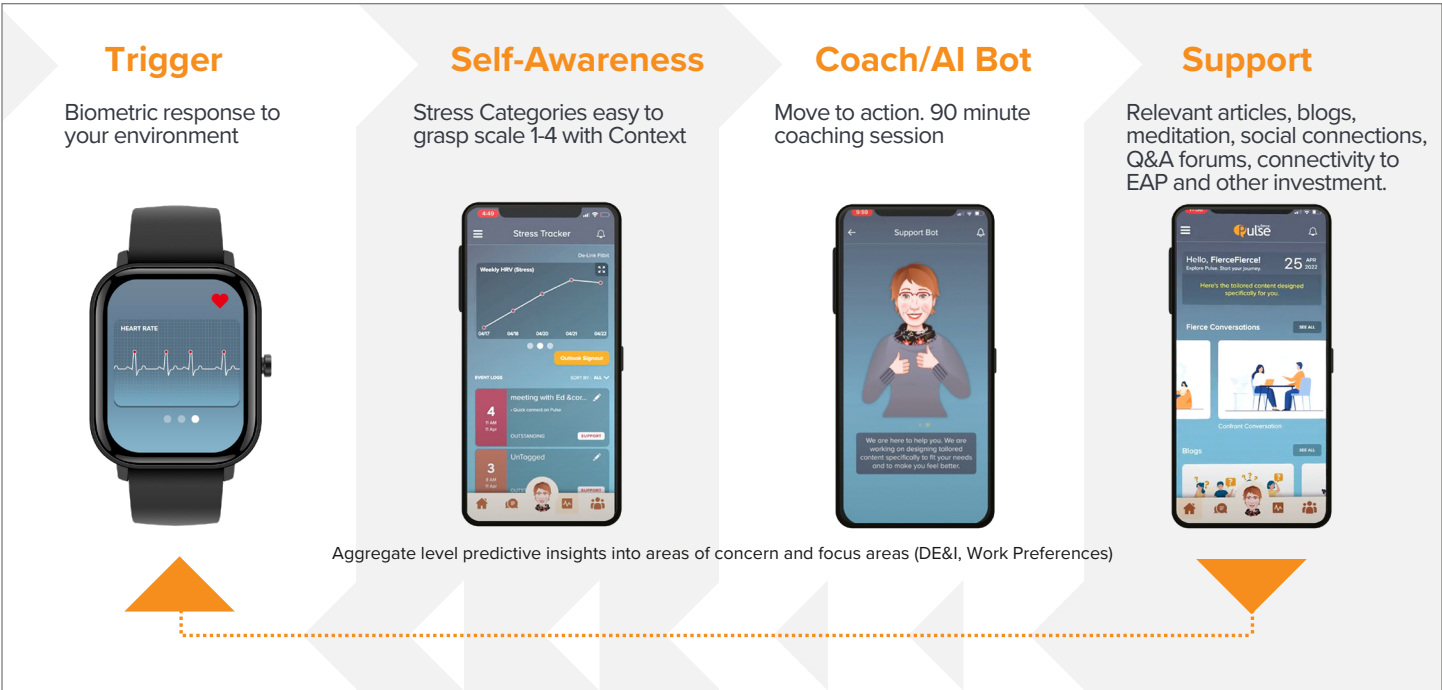
Pulse Coach

When coaching is well-designed, it works. One of the common criticisms of coaching is that it takes a substantial amount of time to see changes in behavior. Building self-awareness and providing tangible strategies for behavioral change are key aspects of successful coaching. Finding out what the “real issue” is can be difficult, and it can take several sessions to understand what issues hinder performance fully.

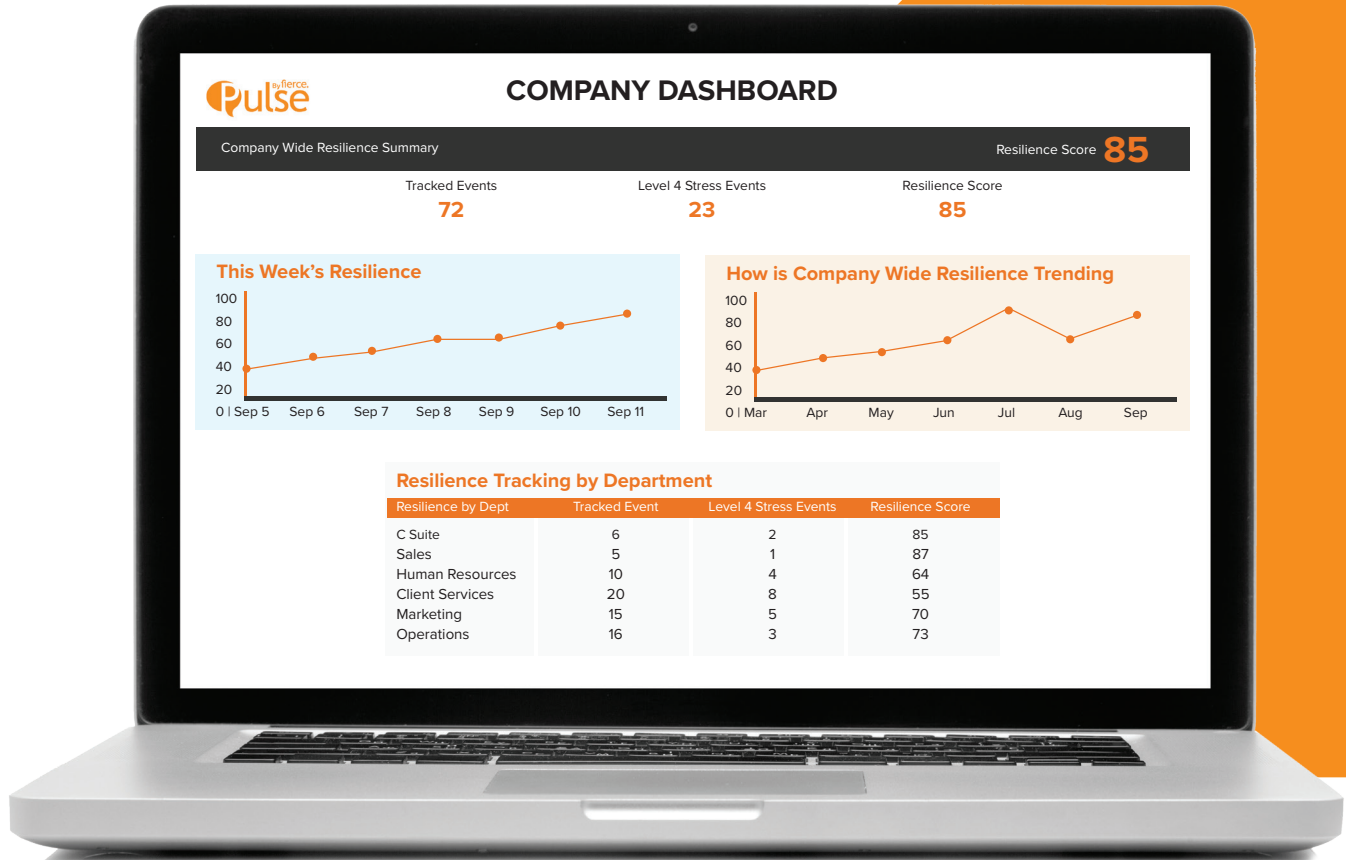


With Pulse Coach, coaches can now help accelerate the process of self-awareness and knowing the unknowable. Coaches can leverage this information to accelerate the process of building self-awareness, get to the root issue, and build an action plan all in one 90-minute session. Clients going through Pulse Coach have experienced up to 40% drops in stress after one coaching session.

How Pulse Works



What can Pulse Do for Your Business



What if your company understood which departments needed more support or training? If you had a heat map of at-risk departments for turnover? If you could tell engagement is dropping before it happens?

Biometric intelligence (the ability to measure things like self-awareness, emotional intelligence, and stress through biometric data) gives organizations the power to unlock the truth. Leveraging the aggregate data of employees (no personal identifying information is ever shared), we build a predictive analytics dashboard based on department, region, and the whole organization to track key measurements around your culture, employee engagement, and turnover.

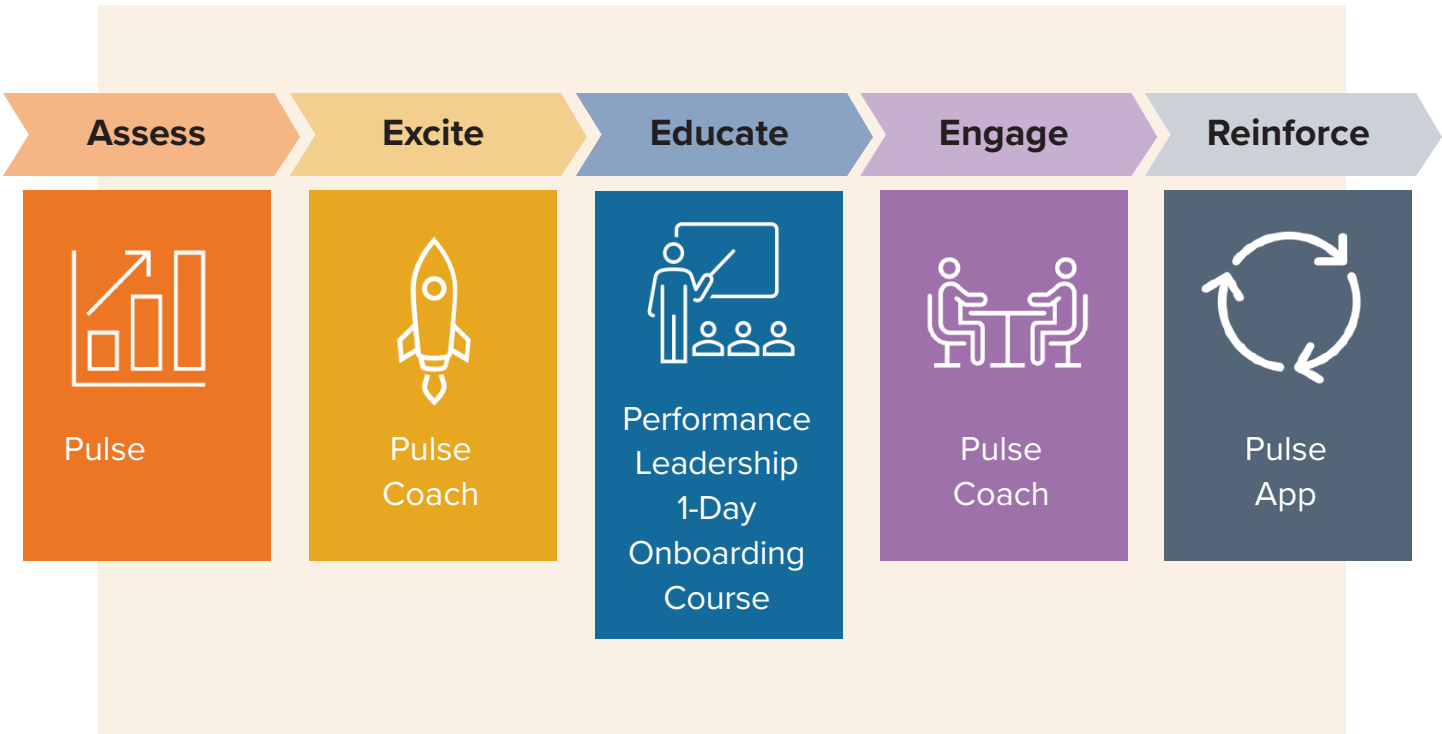
Drive action, measure behavior change, and show ROI from one easy-to-use dashboard.

*We respect your employee's privacy so no personal identifying information will be part of the dashboard. Further building trust between you and your employees.

Implementation

New Leader Onboarding – Performance Leadership

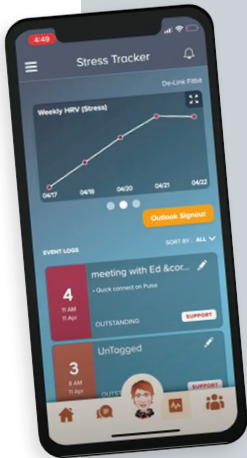
- ▶ All new leaders should have the critical skill of self-awareness and be able to drive to action and perform at their highest level as new leaders.
- ▶ In this end-to-end solution, you can offer a scalable approach to driving performance for new leaders within their first 90 days and beyond.



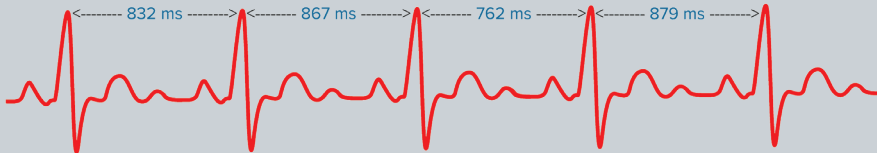
The Science Behind Pulse & Biometric Intelligence

One of the biggest challenges to increasing our emotional intelligence is that we have been unable to leverage real-time biometric intelligence to understand how our emotions impact us throughout the day.

Until now, there was no metric for how emotions are impacted, which means you are always reacting, and it's difficult to know how to change.



HRV as an objective measure of stress



- ▶ Pulse categorizes the stress and can tie it to specific time and events – so the user can decipher it and identify their true stressors
- ▶ Can dramatically increase self-awareness
- ▶ We have found increasing self-awareness dramatically increases effectiveness and speed of traditional coaching

What if you could know the unknown?

Heart rate variability (HRV) is a broad indicator of overall cardiac health, psychological stress, and emotional regulation. Elite athletes use HRV for both mental and physical conditioning. HRV is a way to measure when someone is going from “hitting the gas,” AKA stress mode, to “hitting the brake,” aka relax mode HRV is a way to measure when someone is in a Sympathetic vs. Parasympathetic response, AKA Fight, Flight, or Freeze.

HRV measures EQ

Sympathetic Nervous System (SNS)

Stress Response

“Hitting the gas”

Revs you up, preparing you to fight, take flight or freeze

Parasympathetic Nervous System (SNS)

Relaxation Response

“Hitting the brakes”

Calms you down, preparing you to rest, think and restore

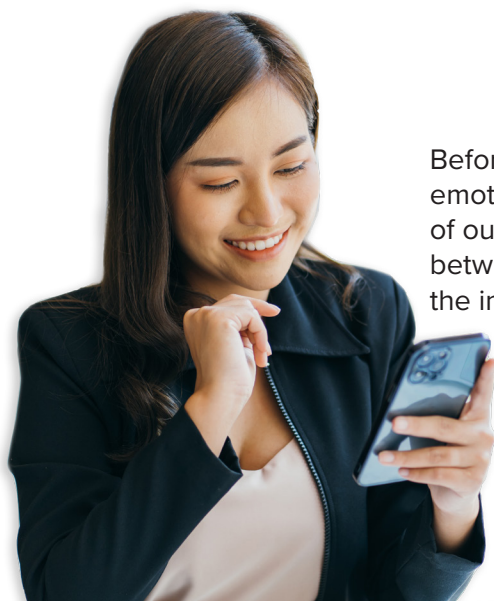
- ▶ Higher HRV is associated with a greater ability to shift between these two systems.
- ▶ Higher HRV is often cited as an excellent indicator of overall heart health, psychological health, and emotional regulation.
- ▶ Tracking HRV gives us an objective gauge for regulating emotions.



Those with higher HRV were more likely to report states of cheerfulness, calmness.



During a stressful event, those with counterproductive emotional coping strategies had lower HRV.



Before research understood the connection between HRV and emotions, we had no objective measure for self-awareness of our emotional states. The research into the connection between HRV and regulating our emotional responses fueled the innovation team at Fierce to build Pulse.

Discovering HRV was the key to unlocking individual and team change, and we finally had a tool that could objectively monitor real-time stress responses and provide resources to change behavior fast.