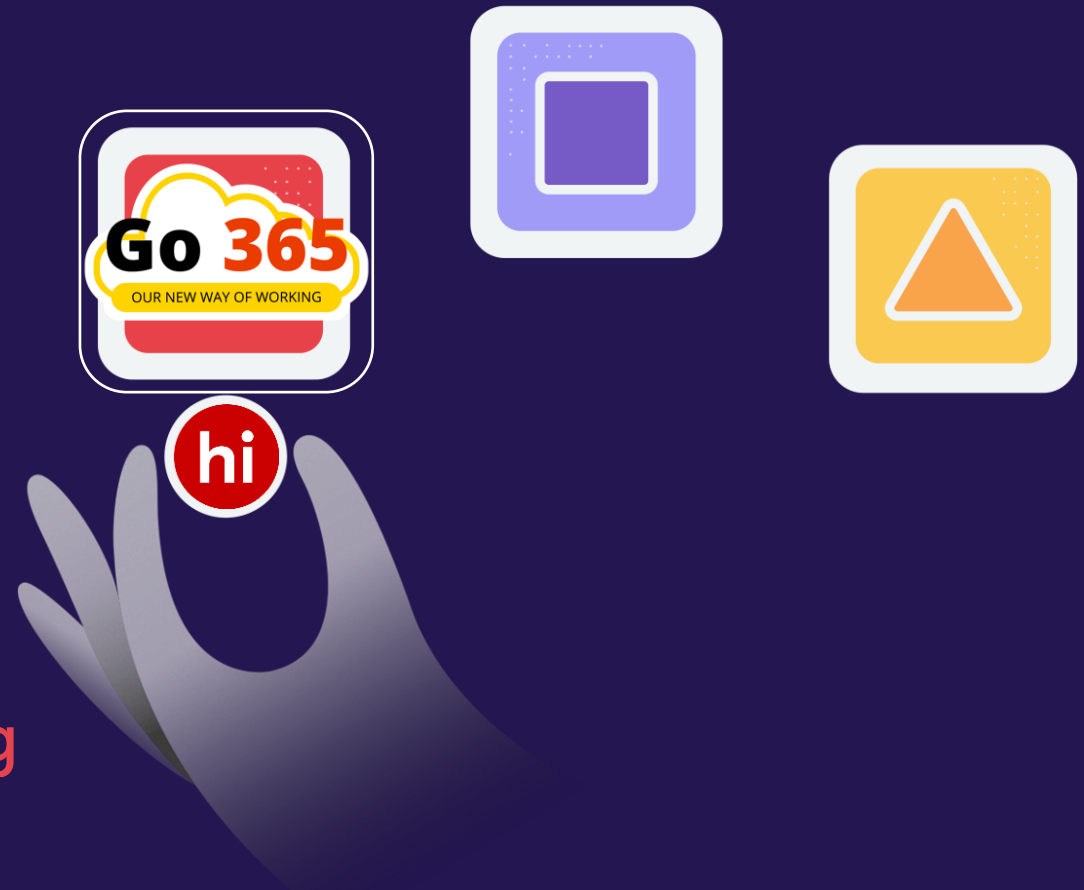


Habit-Inspiring Platform

Going beyond
conventional learning
to promote New Ways of Working

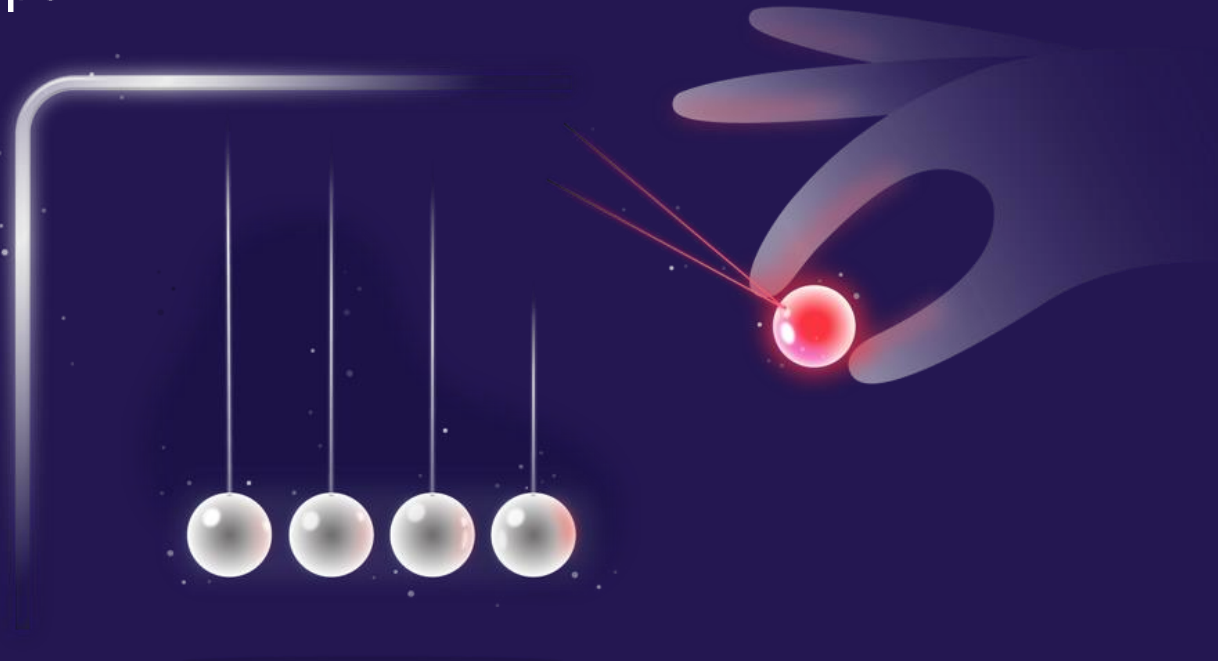


WHAT: HABIT-INSPIRING PLATFORM

The unconventional solution for your digital evolution *

Our platform helps people learn and shape new habits, fostering real and enduring change towards New Ways of Working.

One nudge at a time.



* Gartner_ Hype Cycle for Digital Workplace Infrastructure 2020

Numeri progetto e risultati raggiunti

A inizio progetto - Maggio 2020 - gli active user erano 14.263 su 33.421. A dicembre, data di chiusura del progetto, gli active user sono diventati 24.757 su 33.421.

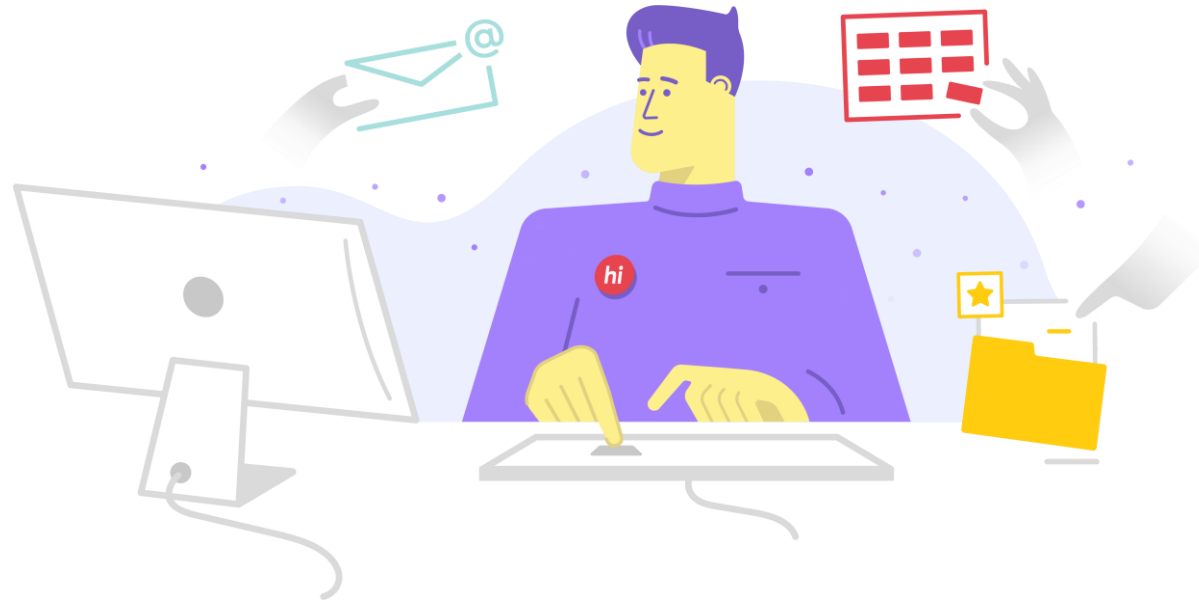
In sei mesi si è ottenuto e superato l'obiettivo iniziale.

Alcuni numeri:

- incremento del 74% degli utenti attivi su Teams;
- incremento del 76% dei messaggi inviati nei canali;
- incremento del 103% nell'organizzazione dei meeting;
- incremento del 56% degli utenti attivi su OneDrive;
- incremento dell'84% degli utenti che hanno modificato/visto file su OneDrive.

Your **Habit-Inspiring Platform**

HOW: hi SHAPES NEW HABITS, ONE NUDGE AT A TIME



hi is your AI-driven digital platform.

It daily coaches employees to learn new things and adopt new habits so that you can unlock the potential of the brains and minds in your company. For superior performance, transforming cultural principles in tangible behaviours

Keywords

Behavioral Change
Contextual Nudges
Learning on the Job
New Ways of Working

PERSONALIZATION

Promote a learning journey tailored on users' needs, interests, and skills.

SCALABILITY

Provide useful and engaging content on demand, no matter the time zone or where people are.

CONTEXTUALITY

Adopt new habits through on-the-job and real-time mentoring based on software usage patterns.

PRIVACY FIRST

Individual hints and tips are for personal use only. Only **anonymised aggregated data** are accessible to the company.

ORCHESTRATION

Break down the silos and **connect** different learning tools and content available within the company.

PHYGITAL & HYBRID

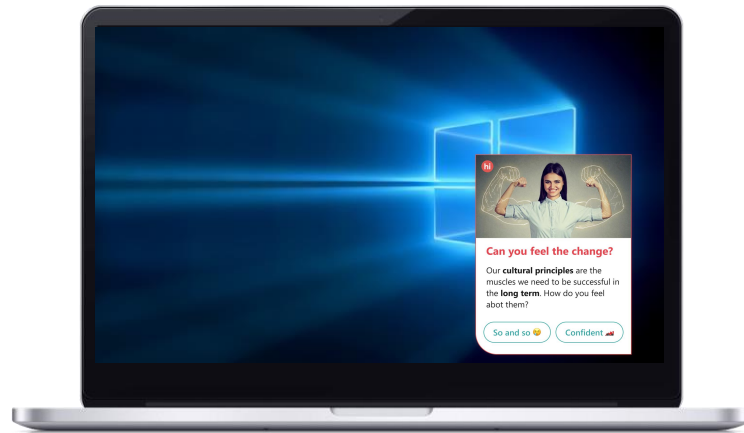
Connecting the online and offline worlds will promote **closer, more efficient, and human** experiences.



Enjoy your Coaching Plan

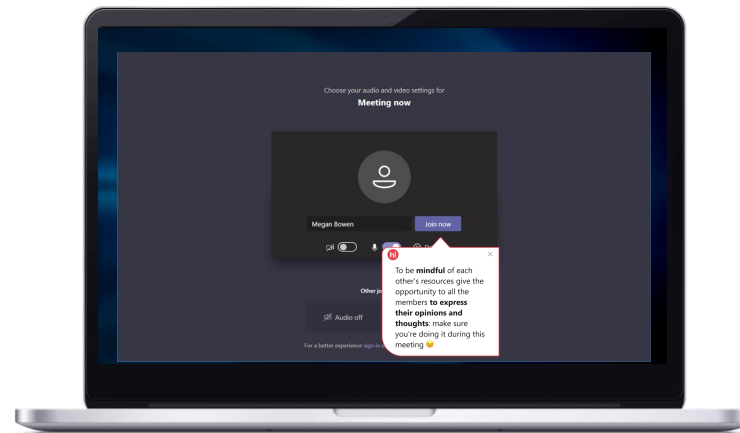
BEHAVIOURAL CHANGE & CONTEXTUAL NUDGES TO SHAPE NEW HABITS

The Coaching Plan defines how you will support your employees during the change and how they will interact with their digital coach.



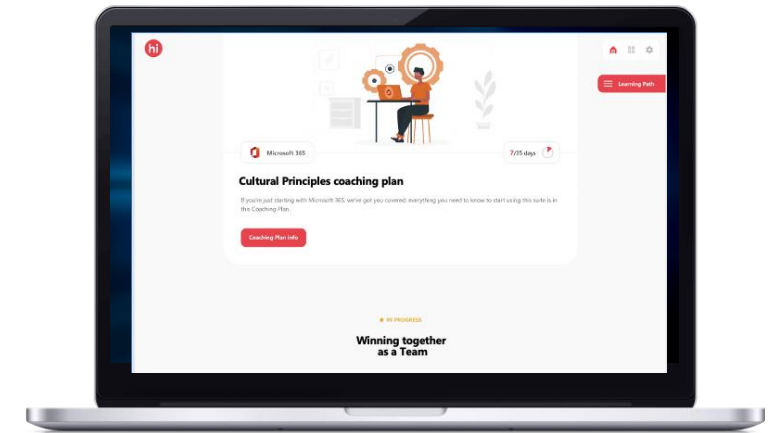
TIPS

The power of consistent information brings you to action



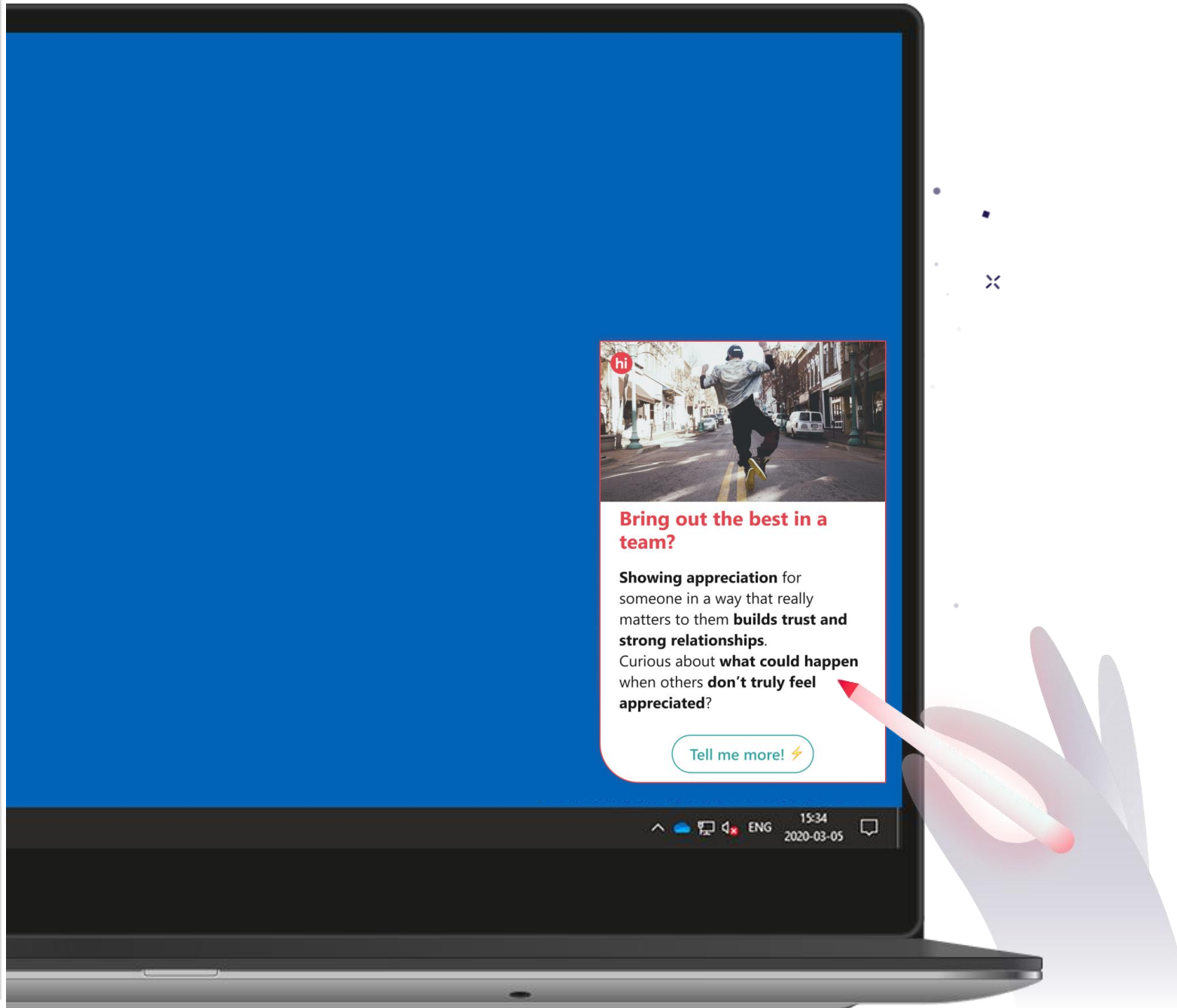
NUDGES

Tiny messages to create new behaviors and turn them into habits



DASHBOARD

The unique source of truth of your coaching plan for the ONDEMAND learning path



hi Tips

THE POWER OF INFORMATION BRINGS YOU TO ACTION

Daily bits of information priming people on how to change their habits.

They're the primary awareness tool of **hi**, and a phenomenal medium of effective communication.

Read engaging pills of knowledge, keeping in touch with your digital coach.

hi Tips: some examples



Bring out the best in a team?

Showing appreciation for someone in a way that really matters to them **builds trust and strong relationships**. Curious about **what could happen** when others **don't truly feel appreciated**?

Tell me more! ⚡



Can you feel the change?

Our **cultural principles** are the muscles we need to be successful in the **long term**. How do you feel about them?

So and so 😞

Confident 🦊



Powerful Questions: golden answers for new ideas

Powerful questions are even more powerful when they are used in a **progressive order**.

How to master them? 🦊



Three...two...one: Action!

Our Change management journey is ready to begin. Where do you want to focus first?


Win together

Be sustainable

hi From Tips to Micro-learning contents

1

If the favorite language is QUALITY TIME
 (spending time with someone to have shared experiences or quality conversations)



Susy might think: "Lea always says that to everyone. She doesn't even take time to thank me properly. She just stops by while going somewhere else. I wish she took some time to show me she really appreciates me. There are plenty ways to do this, maybe going for a walk together, or getting lunch one day...that would really mean a lot to me".

2

If the favorite language is ACTS OF SERVICE
 (helping someone finish their tasks when they are overloaded with work)

3

If the favorite language is TANGIBLE GIFTS
 (buying a gift to someone to show your appreciation)

4

If the favorite language is PHYSICAL TOUCH
 (giving a person a hug, a high-five or a pat on the back)

5

If the favorite language is WORDS OF AFFIRMATION
 (verbally praising someone for an action)

Interactive Scenarios

Tips for cultivating patience



1 When you really want to buy something, try to **wait** until you save more money than you need before buying it. This exercise is useful for every age range.



2 Try **gardening**. Growing a plant takes time, and there is nothing you can do to speed it up. It makes you slow down and take a moment to breathe. The success in growing a plant (it lives vs. it dies) can also impact how you perceive yourself in terms of taking care of something other than yourself.



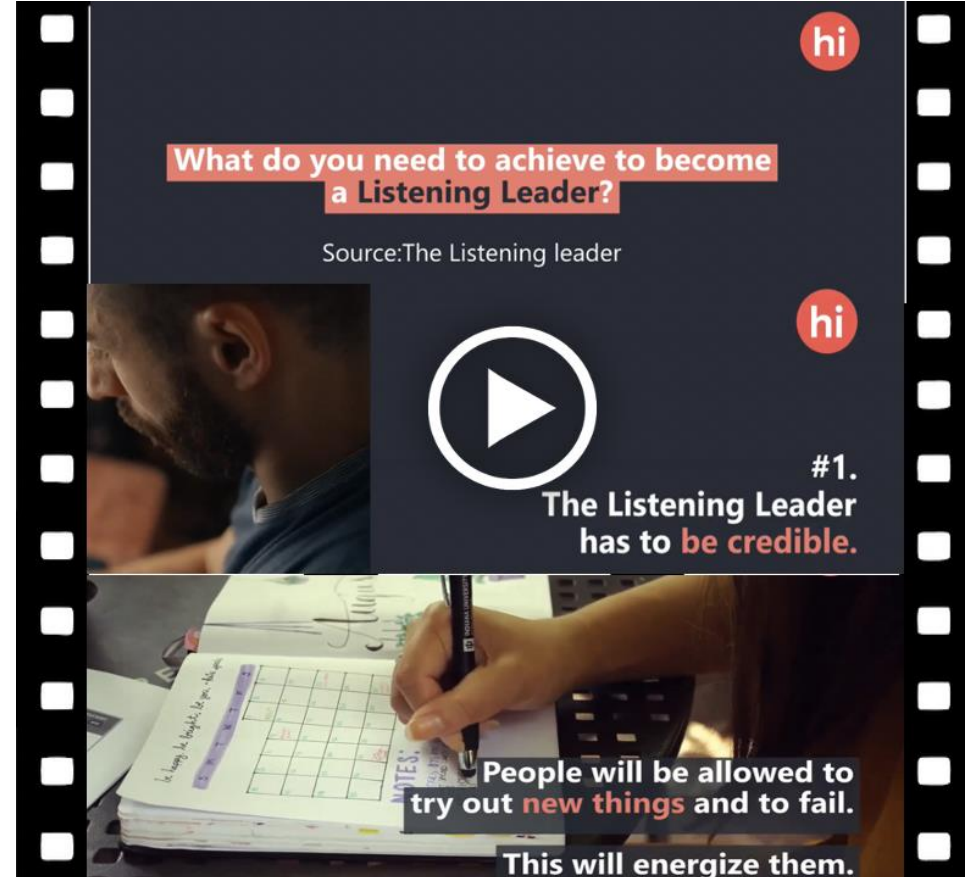
3 Choose an **art gallery**, then go there to stay in front of a single picture for a long time. Take time to explore all its details and hidden meanings.



4 Read **classic books**. These books are very long and usually written in higher languages. For this reason, it takes more time to understand and finish them.



OnePages & Infographics



hi

What do you need to achieve to become a Listening Leader?

Source: The Listening leader

hi

#1. The Listening Leader has to be credible.

People will be allowed to try out new things and to fail. This will energize them.

Video-Pills

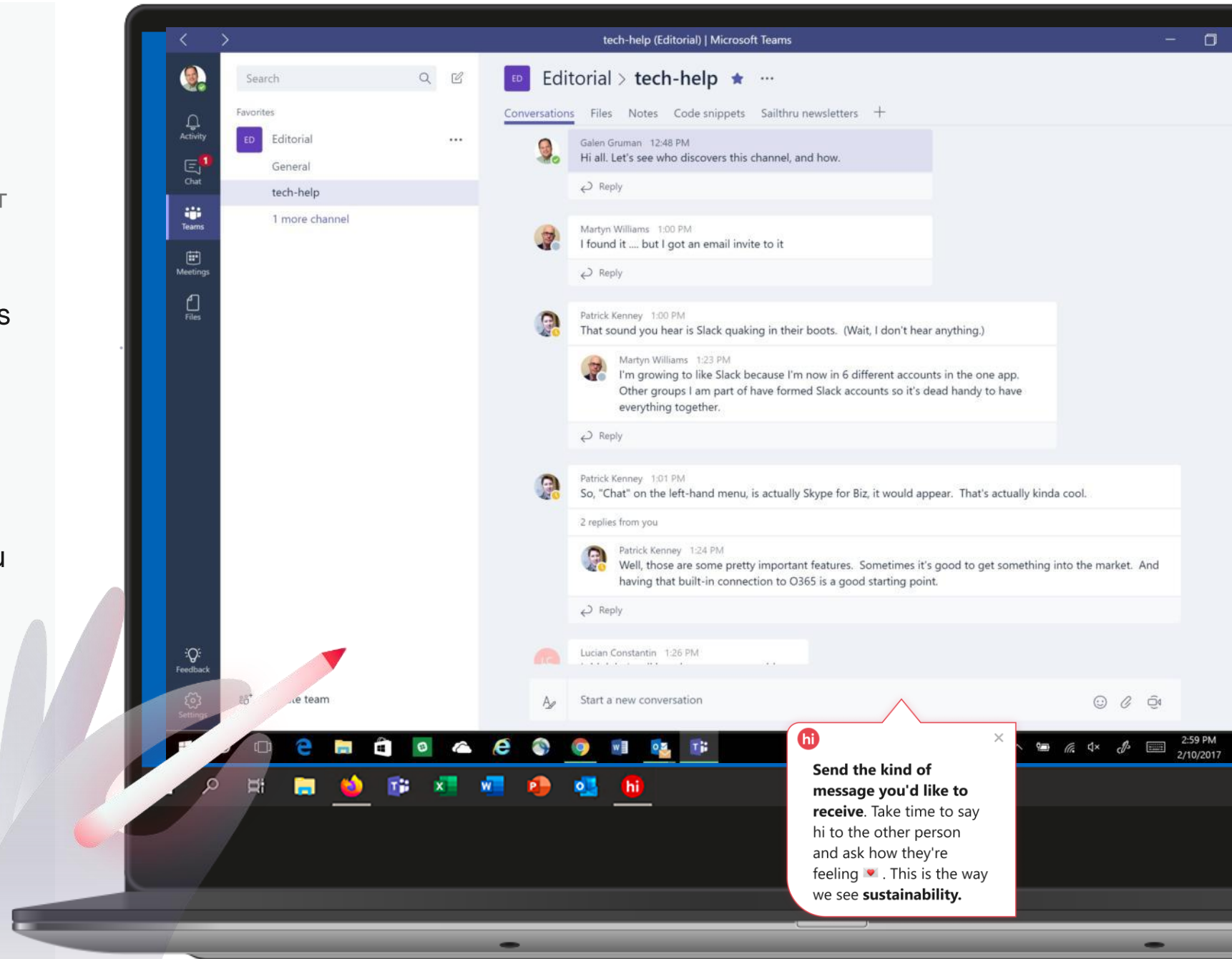
hi Nudges

TINY MESSAGES TO CREATE A NEW BEHAVIOR AND MAKE IT A HABIT

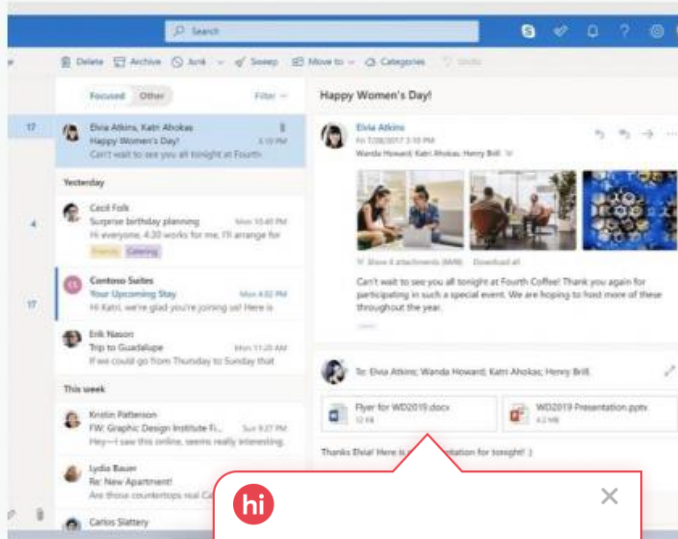
Get a just-in-time push towards your new behavior.

While you're performing an action, **hi** appears with a contextual hint and guides you to an option for improvement.

Their frequency and efficiency are regulated with AI and specific Behavioral Design logic.

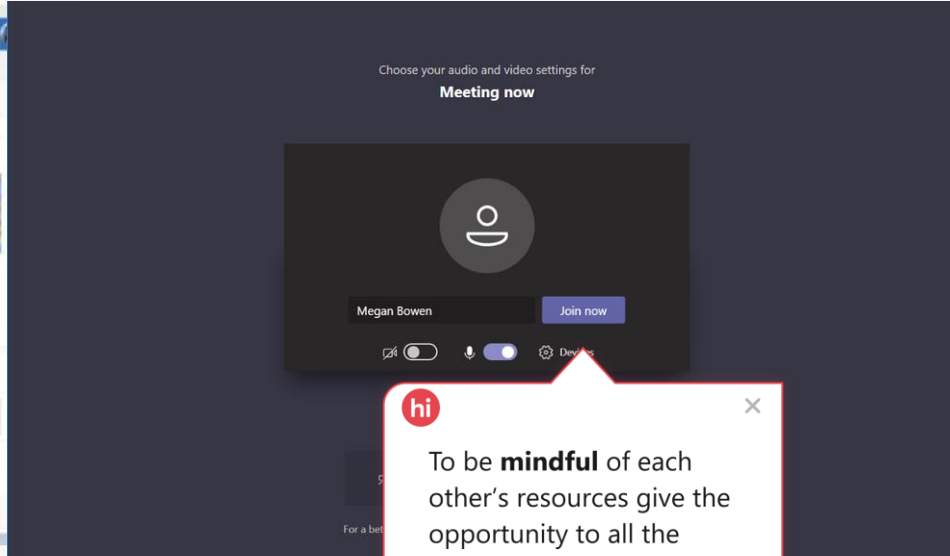


hi Nudges: some examples



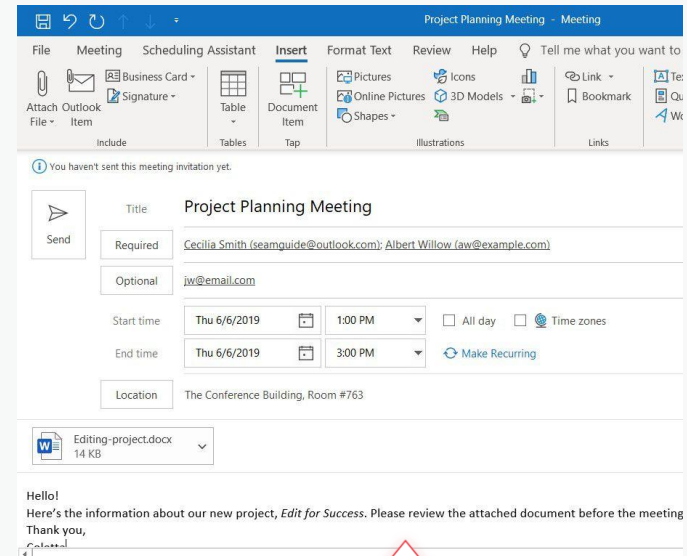
hi

The way you write **communicates different emotions**. Keep this in mind to **bring out the best in your team**, and ask yourself which emotion is "attached" to your message 🗨️



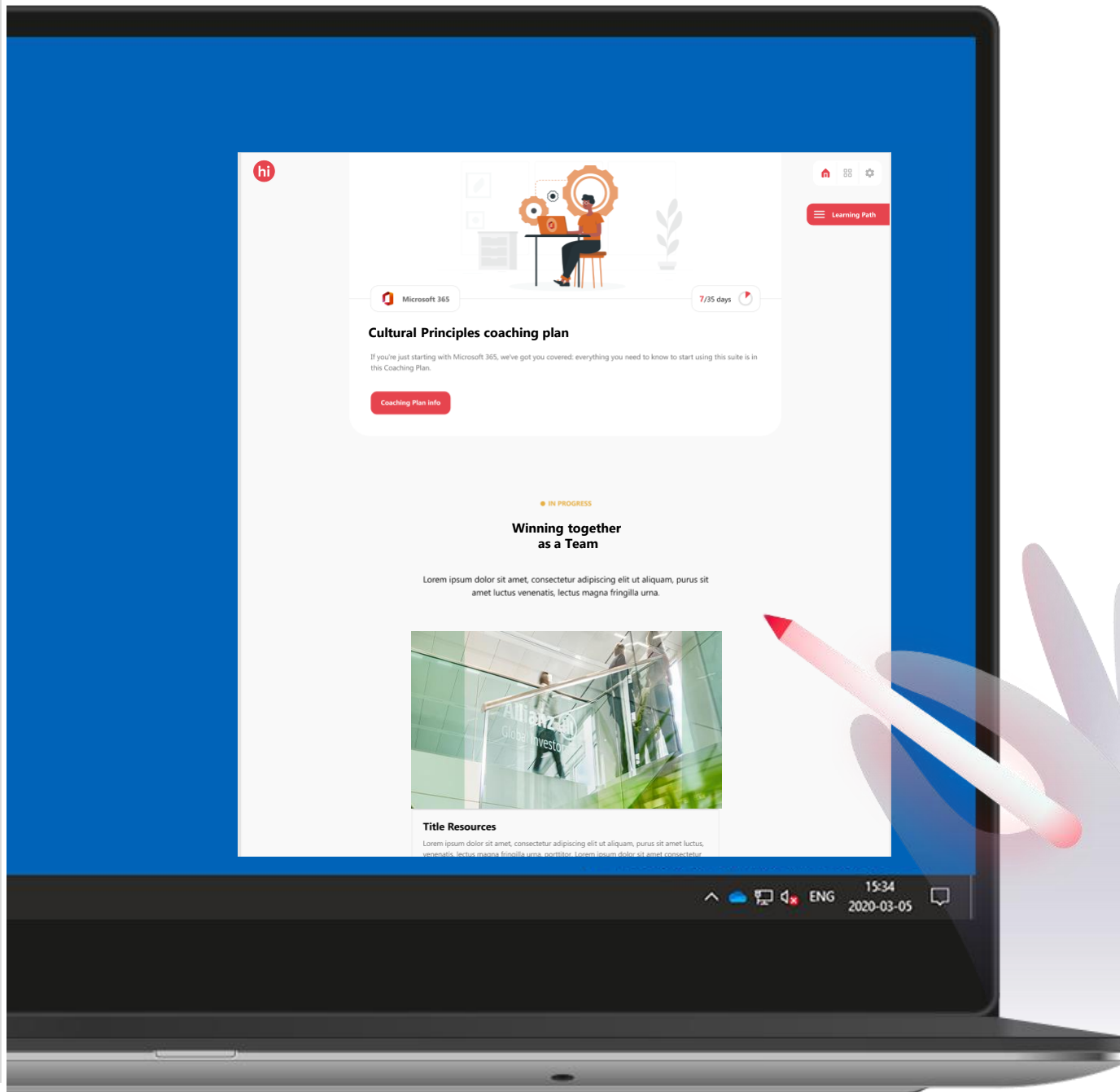
hi

To be **mindful** of each other's resources give the opportunity to all the members **to express their opinions and thoughts**: make sure you're doing it during this meeting 😊



hi

Send the kind of message you'd like to receive. Take time to say hi to the other person and ask how they're feeling 📧. This is the way we see **sustainability**.



hi Dashboard

THE HEART OF YOUR
HABIT-INSPIRING COACH

Your content library, and your assistant: **hi's** dashboard is all of this, and then some more.

Always accessible, it's the place from where you can manage your Coaching Plans configuring it according to your needs, deepen your knowledge, and get support.

The dashboard can be configured with **ad hoc** call to actions.

Your security, Our priority

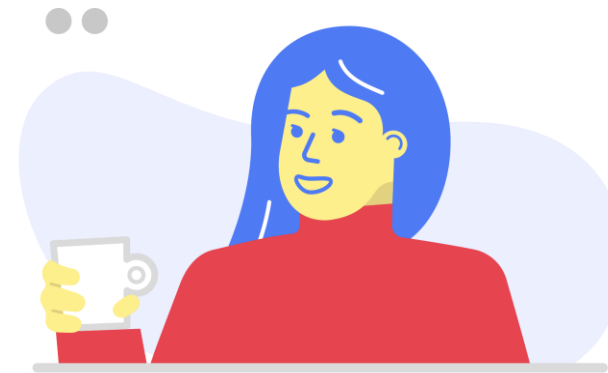
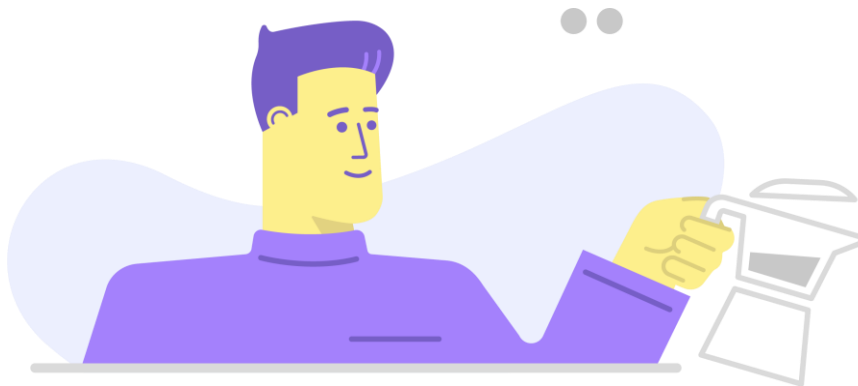
hi was build with a privacy-first approach.

All the information **hi** collects directly from employees' computers is fully anonymous. **hi** does not collect, process, or otherwise detect any kind of personal (PII under the GDPR) or business information.

Anonymizations also guarantees that **hi** cannot be used for controlling employee's activity or getting specific details of their working life.

To further guarantee the security of your data, we obtained the ISO/IEC 27001 certification.

Independent auditors evaluated our information security management system from product, infrastructure and organizational aspects, and verified that we have all the necessary security controls in place to ensure the confidentiality, integrity and availability of sensitive information assets.





For more about Digital Attitude feel free to contact us.

digitalattitude.com

PATENT

EU Patent Filing (advised by
Schumacher & Wilsau PAG,
Munich) - Application N.
19151679.8-1126

AWARDS

Europe HR Innovation Awards 2018
Premio Adriano Olivetti (Aif Award) 2019/2020
TOP of the PID Award 2019
Microsoft Digital Transformation Champ Awards 2020
Cloud Collaboration & Smart Working Gold Award