

WHAT IS OFACTOR?

Ofactor is a culture management platform based on the neuroscience of trust, and consists of.

- A brief 26-item culture survey and pulse checks
- Real time reporting and analysis
- Interventions for the entire organization

Ofactor is the only solution built by qualified neuroscientists designed to build high-trust and high performance cultures. It is based on over 13 years of field and lab-based neuroscience research by Dr. Paul Zak, a leading neuroscientist.

WHY USE OFACTOR?

Ofactor is straightforward and easy to use with proven research based questions targeted around Trust.

The Ofactor Trust survey will help you understand your employees better, improve business performance and increase people's feeling of trust and involvement at work.

High Trust organizations increase performance with studies showing:



less
STRESS



more
ENERGY



more
PRODUCTIVITY



more
JOY



more
PURPOSE



more
RETENTION

Employees within high trust organisations also have 69% higher retention rates and also report being 17% more satisfied with their lives overall.

Ofactor will immediately help improve performance at your business by helping to pin-point areas to focus on to build a high-trust organisation.

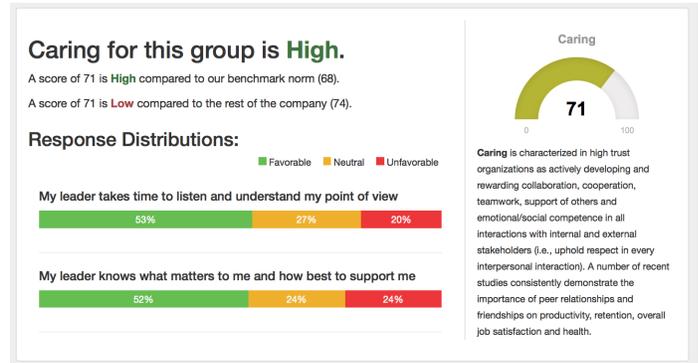
ABOUT OFACTOR

Ofactor was founded in 2014 to help organizations increase employee engagement and engineer high-trust, high-performance cultures. Our solutions are the culmination of over 13 years of neuroscience research carried out in both our lab and in organizations by Neuroeconomist, and Ofactor Co-Founder, Dr. Paul J. Zak.

OFACOR PROCESS

1. Organizational Trust Survey

Ofactor begins with a brief 26-question trust and engagement survey. This takes a snapshot of your organization's culture by measuring 8 key factors. Results are available in real-time and data can be sliced and diced by any combination of demographics.



2. Pin Point areas for Improvement

Identify where your culture is weak, then focus on that factor by launching a 12-week Ofactor Intervention for the entire organization. You can also find groups that are high-trust exemplars that can be copied.

3. Intervention 1: Micro-training

The first two weeks of the intervention are delivered through short, fun and engaging micro-training modules that are sent to the whole organization and can be completed in just 3 minutes per day. This learning format means there is no travel, no classroom-time, and no lost productivity. This format of short, intense training has been shown to engage up to 94% of learners, far higher than any other method.

4. Intervention 2: Pulse checks

For the next ten weeks, employees receive a brief neuro-nudge in their inbox, delivered in the form of a pulse question, which reinforces critical behaviors while collecting data on how well the intervention is working. Neuro-nudges are delivered in real-time and you can dive into responses in granular detail to pinpoint where additional training would be beneficial.

