



WeSpire Behavioral Project Library (BPL)

BENEFITS

Your employees will be motivated and engaged, triggered by:

- **Relevant Timing**
Content is delivered when an employee perceives a need that they can personally identify with
- **Actionable Content**
Content is simple, focused and instruct the user on how to take action
- **Variety & Intrigue**
Employees are prompted with intended actions that are enticing and elicit curiosity

WeSpire BPL leverages user interests and preferences to deliver thoughtful, interesting, and actionable content which motivates them to actively contribute towards specific businesses initiatives.

FEATURES

The configurable content library—deployed by many of the largest global brands—can be either run 'as is' or tailored to meet specific business objectives.

- **Set key programmatic goals**
aligned with specific business outcomes
- **Configure projects that rally**
employee interests around volunteering, sustainability, corporate social responsibility & well-being
- **Brand your program**
using platform features including logo, landing page & url
- **Schedule & deploy projects universally**
or to targeted employee segments also using a single sign-on



Business Problem Defined

Employee engagement programs centered on overall well-being in and out of the workplace have become an increasingly important and proven way for large enterprises to improve company culture, productivity and brand affinity. Yet where many companies struggle is developing, administering and measuring the effectiveness of these programs. Enterprise organizations have difficulty engaging their employees, spending over \$720 million each year on employee engagement, and that's projected to rise to over \$1.5 billion. And yet, employee engagement is at record lows—13% according to perennial engagement survey leader Gallup. WeSpire BPL enables enterprises to mobilize their workforce around sustainable initiatives by delivering dynamic, personalized content, when they're most likely to take interest and action.

WeSpire's BPL draws upon the most innovative behavior change strategies that are tested and verified across millions of employee actions. Our behavioral science insights are drawn from our vast repository of observations gathered across 20+ months of program experience, giving us a unique perspective on how people identify with company directives and interact with their coworkers and employers.

During the customer on-boarding process, WeSpire delivers tailored project recommendations and communication strategies based on companies' unique objectives and goals. WeSpire's BPL allows each organization to measure and evaluate combinations of content and collaboration across groups of employees (or teams). As a result, optimized communications are delivered to employees in real-time to maximize awareness and motivation.

Glassdoor data shows a split in companies. There are a huge segment of companies who are "highly engaged" and a similarly large number of companies whose employees are "actively disengaged." The highly engaged companies are:

Attracting the best people • Delivering greater customer service • Innovating better

The companies are focused on **mission, culture, and leadership**—and understand that WeSpire's flexible and scalable solution enables global enterprise organizations to meet multiple objectives to actively engage their employees based on their personal needs and aspirations. Organizations can deploy BPL as a standalone solution to deliver fast, cost-effective employee engagement at scale supporting multiple devices or couple the solution with existing collaboration platforms such as Jive or Yammer to increase awareness and employee participation. Companies can also use the content library to improve the performance of existing offline programs.

Ultimately, WeSpire BPL drives greater customer engagement and participation, and changes the way that companies communicate with their employees.

Product Overview

The WeSpire BPL is the only configurable library of action-based positive impact projects powered by behavioral science and game and social mechanics—delivered on an enterprise employee engagement platform.

WeSpire's BPL provides businesses with best-in-class projects in the four categories that matter most to employees and a company's bottom line: Sustainability, Corporate Citizenship, Well-Being and Volunteering. Employee engagement programs are as strong as the content that powers them, and each project in the WeSpire BPL contains robust and personalized content targeted directly to employees.

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3 Projects



UNSCHEDULED

Green on the Go

by WeSpire

There are plenty of ways to green your day in between home and the office. Take your energy- and resource-saving ways on the road wi...



✓ RUNNING

Happiness at Work

by WeSpire

Achieving a work life balance is important, but part of that equation should reflect your overall happiness at work. Seeing that we ...



✓ RUNNING

Recognize Your Colleagues

by WeSpire

Did your coworker dominate a meeting today? Let him or her know! Do you know everyone on your floor? If not, high-five someone you've...



Benefit: Closing the Employer-Employee Gap

For business, the BPL is an invaluable resource to browse, schedule, save and extend employee engagement projects. The BPL is consistently updated with new projects leveraging content developed for other leading brand customers, which feature topical and relevant subjects that keep the platform fresh and exciting for employees. As a result, the BPL serves as a reliable resource for businesses to access projects developed using industry best-practices to continuously inform and engage employees—saving time and delivering the best experience for both business and employees.

For employees, the WeSpire BPL provides access to third-party verified information on a wide variety of subjects, offering each employee a choice in how they want to become involved in corporate initiatives and positive impact programs. As a result, employees gain greater insight into corporate goals and a feeling of ownership in business outcomes.

Employee Engagement Behavior Platform Methodology



Goal: change habits using technology that creates associations with “internal triggers” which cue users to take action and motivate others to do the same.

The Science Behind Employee Engagement Success

The WeSpire BPL is the foundation for leading global businesses to run behavioral-based employee engagement programs. Businesses are able to choose projects that include game and social mechanics, backed by applied behavioral science, to help promote behavior change around the subjects that matter to both the company and its employees.

At the individual project level, each project is designed using the principles of behavioral science to help employees build lasting positive behaviors. Instead of persuading employees to do something, WeSpire’s employee engagement platform builds a network of people influencing each other, forming social norms that ultimately act as the catalyst for changing the majority’s behavior.

Each project—whether it is related to volunteering, sustainability, well-being or corporate citizenship—creates an influential network, or community, that supports and builds positive behavior without the need for anyone to feel like change is being dictated from the top. As a result, each project in the BPL serves as a community for employees to gain awareness and learn how to take positive actions. By creating a network around different subjects, employees form new social norms and act as influencers on each other, driving greater positive impact.

Further reinforcing a culture of positive influence are the elements of game mechanics built into every project. All projects contain a list of actions employees can take and an associated point value that feeds into an employee’s overall score on the platform. Employees join teams, and both individual and team-based leaderboards fuel participation, with achievement and rewards serving as an extra incentive for employees to complete.

About WeSpire

WeSpire is the employee engagement platform that empowers forward-thinking global organizations to reach their greatest potential. With the only configurable library consisting of hundreds of action-based programs backed by applied behavioral science, WeSpire enables individuals and entire organizations to drive measurable, positive impact.