



Cognitive Corp.

Solutions for humans being™

# Cognitive Meeting Quality

72% of leadership teams feel even more connected to their team.

86% experienced a major shift in outcomes

94% indicated that their motivation and connectivity to work significantly increased

85% increased capacity to manage conflict, speak directly, and stay centered on project outcomes

91% increased personal capacity to change thinking patterns

88% said their project success probability substantially increased and continues to increase...



# Easy 1...2...3...

Project XYZ steam 1 working group meeting

Event Out of office Appointment slots

Apr 17, 2020 10:00am - 11:00am Apr 17, 2020

project@meetingquality.com

Sydney NSW, Australia

Add conferencing

Weekly Meeting  
Meeting Room1

More options Save

## Add

- Simply add **cognitive.workspace@meetingquality.com** as an attendee to your meeting

MeetingQuality

Project XYZ stream 1 working group meeting

April 17, 2020  
10:00AM (Sydney, Australia)

MeetingQuality is an independent service that assesses the quality of your meeting and allows you and the other meeting attendees to compare your working preferences.

**MQProfile**  
Select your primary profile that most accurately reflects you in a typical working context by choosing one of the four options below. You will then be taken to the website to choose your secondary profile.

**Typically an extrovert who uses:**

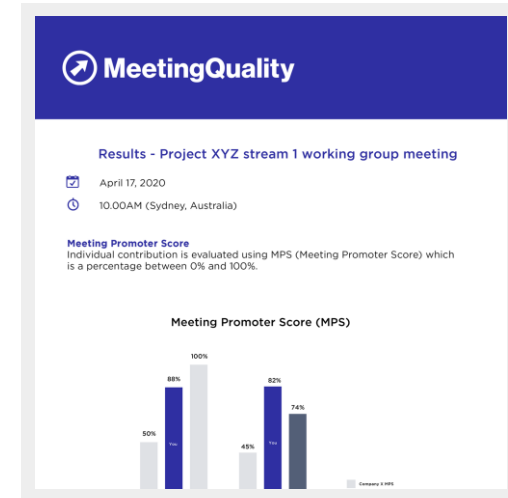
logic to make decisions.  
 feelings to inform decisions.

or

**Typically an introvert who uses:**

## Respond

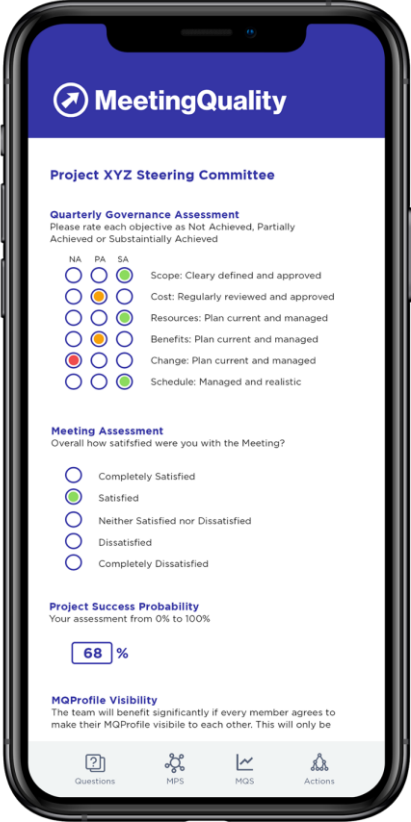
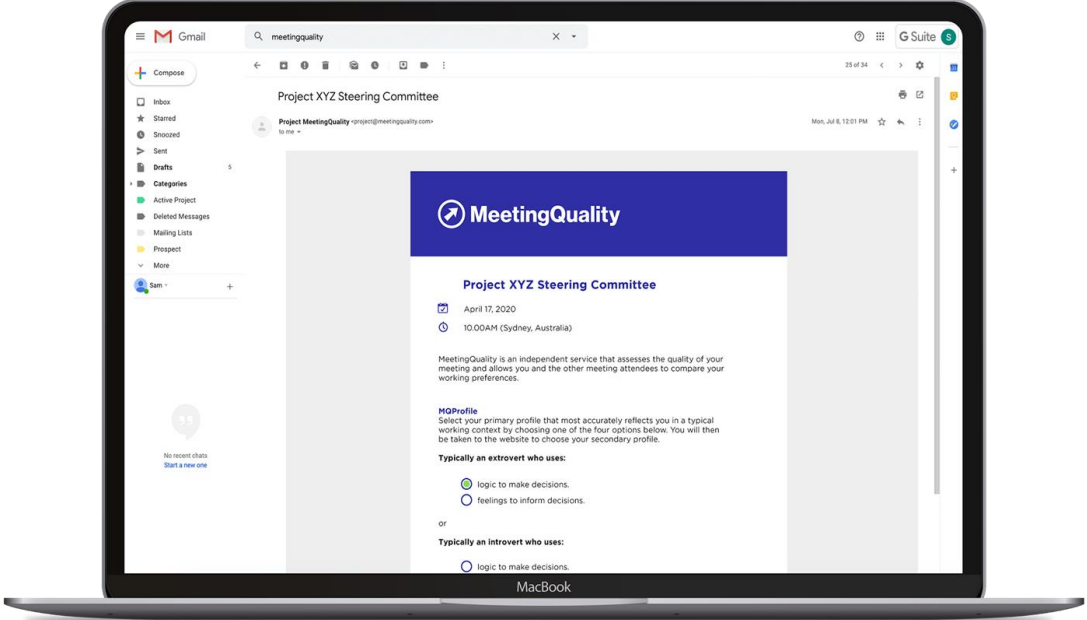
- Rating material is sent to attendees email just as the meeting starts
- Each attendee then replies to the email with their assessment



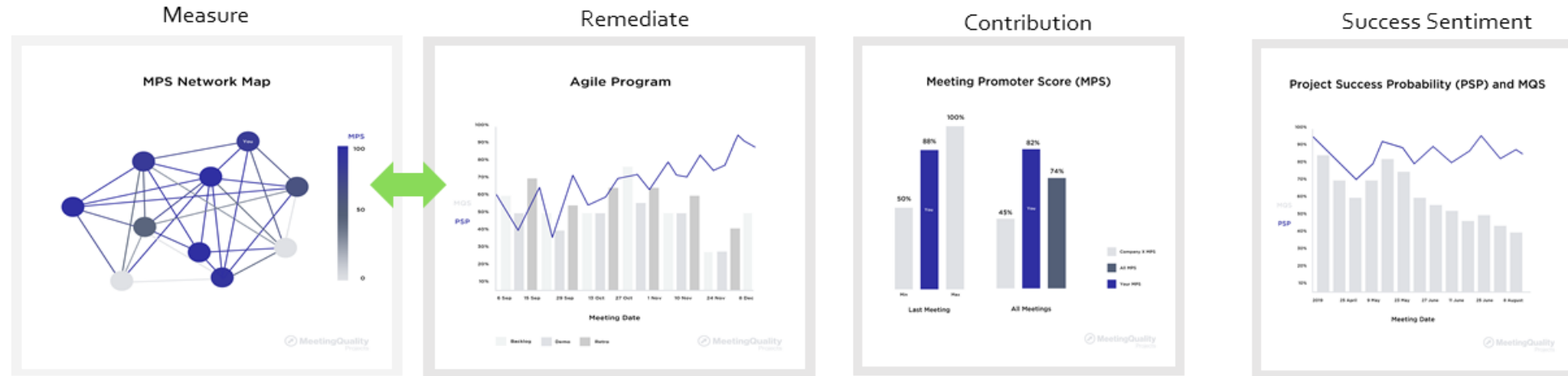
## Receive

- 24 hours after the meeting each attendee receives a rating of their personal contribution, specific meeting type metrics and benchmarking
- Monthly the organization receives aggregated responses with benchmarking

# Feedback request email received just as the meeting starts



# Graphical results email sent 24 hours after the meeting finishes



## Measure Project Team Relationships

- Network Map show impact of two individuals contributing negatively to meetings.
- Circle color shows average strength of participant's meeting contributions over time.
- Connecting line color shows relationship strength between any two individuals in the network.

## Deliver Real-time Feedback

- Meeting Promoter Score (MPS) graphs show how attendees rate each participant's contribution for each meeting and for all previous meetings.
- Provides real-time participation metrics for recurring meetings
- Allows participants to self-select from meetings where they may add little value.
- Protects participant anonymity.

## Evaluate Project Team Health

- Project Success Probability (PSP) [blue line] is holding steady.
- Meeting Quality Score (MQS) (quality of relationships) is declining.
- This indicates team is burning itself out to deliver the project.

Not just meaningful insights...  
Delivering the coaching, change  
management & support services to  
ensure meaningful impact.

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Life is short.

Hire for  
attitude  
coach for  
success.

 Cognitive

# Coaching For Optimized Teams

Trainer in DiSC and The Genius Portrait (utilizing Strengthsfinder as the base assessment)

## The Five Behaviors® Model



### **Trust One Another**

When team members are genuinely transparent and honest with one another, it forms a safe environment that creates and builds vulnerability-based trust.

### **Engage in Conflict Around Ideas**

With trust, team members are able to engage in unfiltered, constructive debate of ideas.

### **Commit to Decisions**

When team members are able to offer opinions and debate ideas, they feel heard and respected, and will be more likely to commit to decisions.

### **Hold One Another Accountable**

Once everyone is committed to a clear plan of action, they will be more willing to hold one another accountable.

### **Focus on Achieving Collective Results**

The ultimate goal is the achievement of results, unlocked through implementing the model's principles of Trust, Conflict, Commitment, and Accountability.







# Building Trust & Optimizing Team Dynamics

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Two-day session that defines team and individual approaches and styles

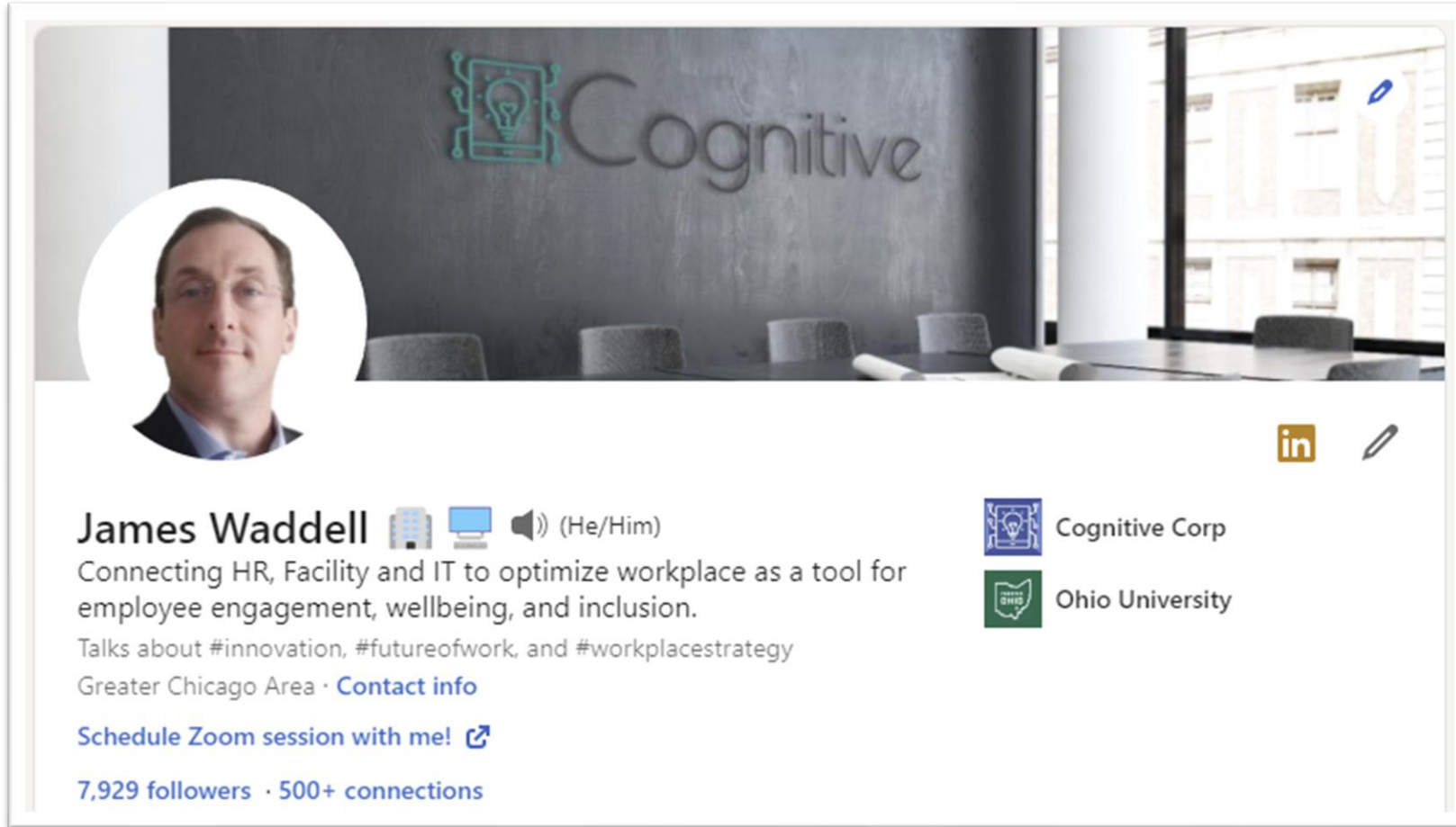
Each individual will receive CoreClarity attribute assessment

Attendance will reduce friction within teams, improve communication, and increase project success probability.

\$11,250USD\*

\*Assumes a single team of not more than 15 individuals.

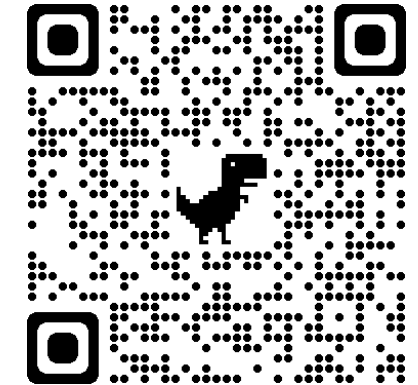
# Let's Connect!



A screenshot of a LinkedIn profile for James Waddell. The profile picture shows a man with glasses and a blue shirt. The background image of the profile is a conference room with a chalkboard that has the word "Cognitive" and a lightbulb icon on it. The profile text includes his name, job title, description, and contact information.

**James Waddell** 🏢 💻 🔊 (He/Him)  
Connecting HR, Facility and IT to optimize workplace as a tool for employee engagement, wellbeing, and inclusion.  
Talks about #innovation, #futureofwork, and #workplacestrategy  
Greater Chicago Area · [Contact info](#)  
[Schedule Zoom session with me!](#) ↗️  
7,929 followers · 500+ connections

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<https://www.linkedin.com/in/jcwaddell/>