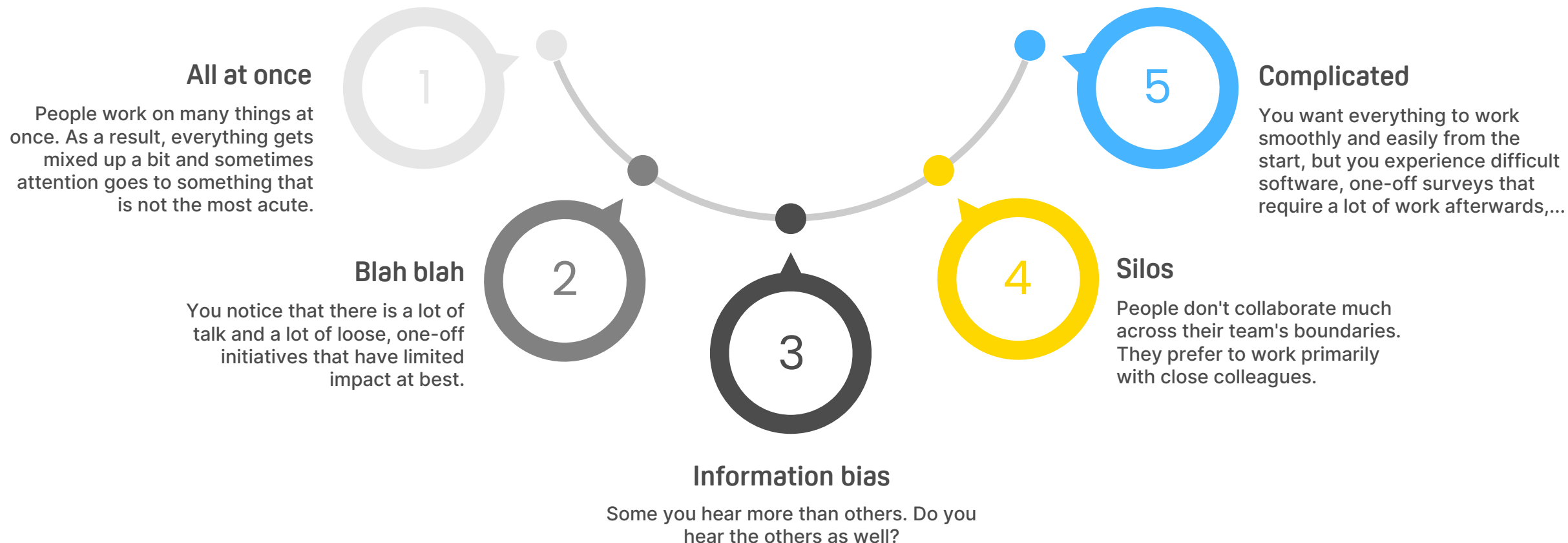


valuetthrough****
technology & guidance
for today's leaders

opinime****
engage on the goal

Do you recognize this?

5 factors that increase your cost structure, make it harder to achieve your goals and kill engagement



Difficult to reach goals

In particular, those where progress cannot be easily measured.

Decreasing employee engagement

With higher risk of staff turnover.

How does it work?

1 State your team goal

Agreeing with your team on what you want to achieve makes the work meaningful and keeps everyone focused.

2 Check regularly if you're on track to achieve your goal

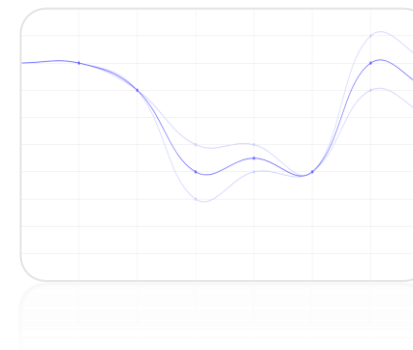
Encourage involvement in your team, but avoid wasting resources by taking initiative only once, too early or too late.

Just ask your team

- ✓ No silos. Your team is whoever you want.
- ✓ Use predefined statements or use your own.
- ✓ Avoid one-shots by asking frequently.
- ✓ Extremely easy to avoid survey fatigue.

Do you and your team need to take action?

- ✓ Act at the exact right moment, not too early or too late.
- ✓ Dashboard shows what team needs your attention to reach the goal.
- ✓ Curve shows evolution in sentiment over time.
 - Average sentiment.
 - Spread in sentiment.
 - Evolution in sentiment.



3 Start the dialogue and take initiatives

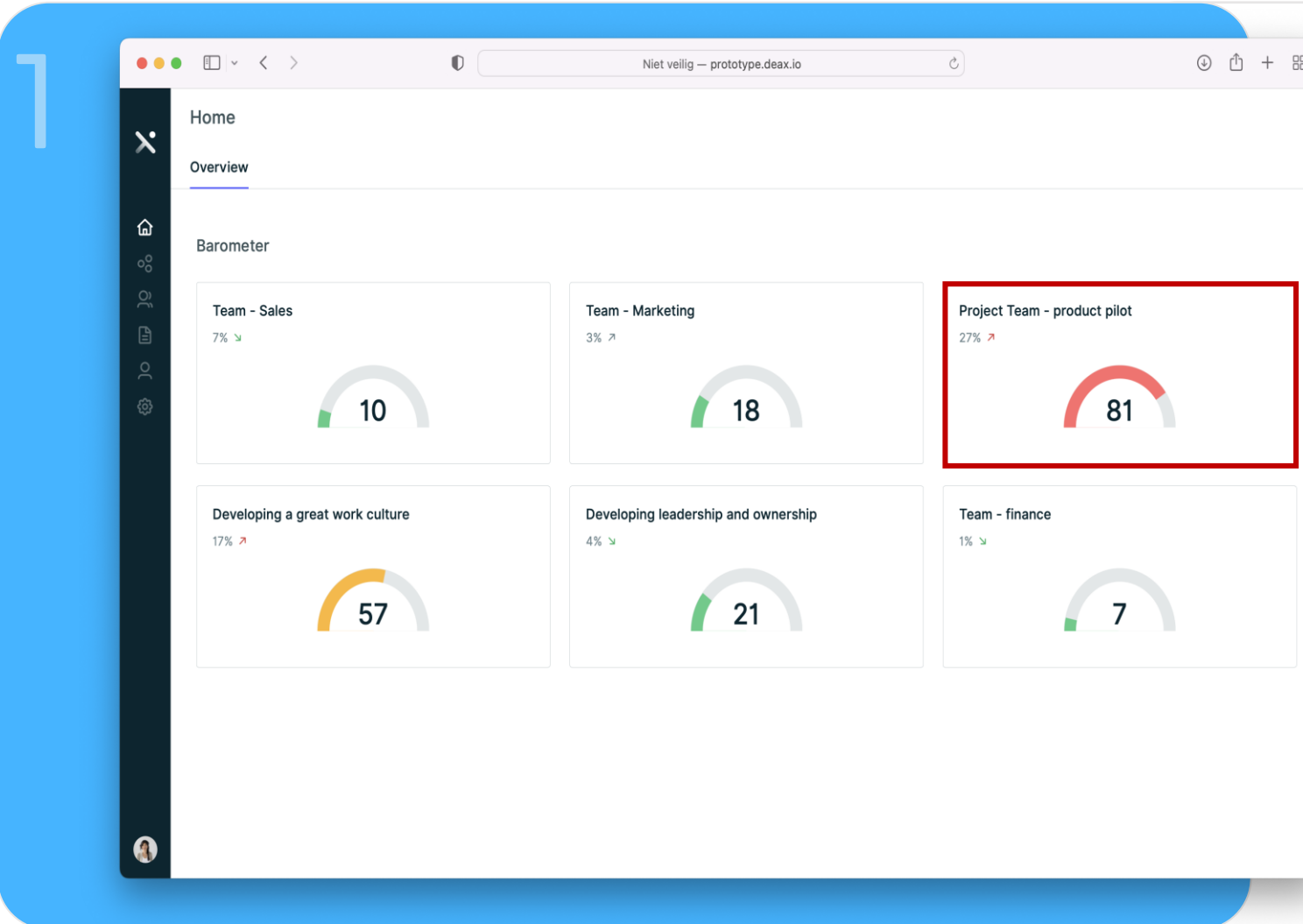
Time to act? Unleash the wisdom of the team and empower them to take ownership and action. Keep track of initiatives and mentor in making the right decisions.

4 Back on track!

- ✓ Good initiatives? The next report will show a **much better sentiment** and you're back on track to **reach your team mission**.
- ✓ You'll notice your team feels **encouraged** to think along and to take initiatives.

Act at the exact right time

Avoid initiatives too early, too late, too little or too much. They will only keep your people off work with little effect. Instead, act on time!

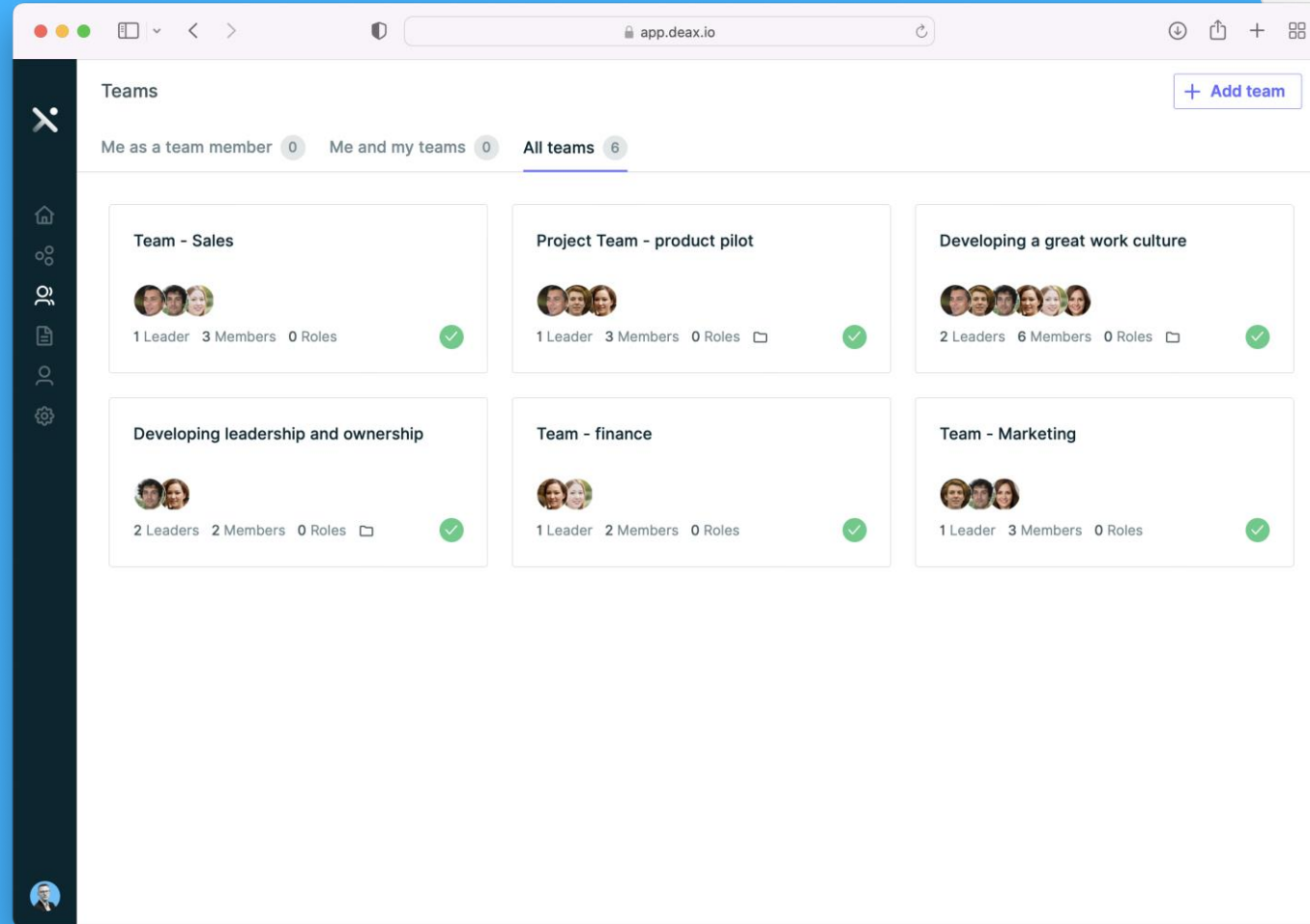


You will immediately see on the dashboard which of your teams indicate that they are experiencing obstacles. They are the ones who need your attention to get back on track. Start a dialogue.

Define your goal

Define the team or group of people who work together or whose sentiment you want to keep track of.

2



Add a goal. Choose who you want to work on the goal. They are the ones you definitely want feedback from to measure progress. People can work on a goal regardless whether they belong to the same unit, another one of even another company.

State your goal

Agreeing with your team on what you want to achieve makes the work meaningful and keeps everyone focused.

3

The screenshot shows a web application interface for a team named 'TEAM - Marketing'. The browser address bar shows 'app.deax.io'. The interface has a sidebar with various icons and a main content area. The main content area is titled 'TEAM - Marketing' and has a sub-header 'Core questions and team mission'. Below this, there are several sections:

- Our purpose**: A section with a text input field.
- Team mission**: A section with a text input field containing the text: 'Developing a strong brand with the merged marketing team where we become a reference and are seen as an innovative and leading player.' There is an 'Edit' button next to it.
- Verifiable results and ambition (optional)**: A section with a text input field containing the text: 'Our (quarterly) white papers are published in reputable magazines.' and 'Monthly growth of 5% in number of leads through lead engines on the website.' There is an 'Edit' button next to it.
- Resources, means and control (optional)**: A section with a text input field containing the text: 'Not entered.' There is an 'Edit' button next to it.
- Cross-team cooperation and autonomy (optional)**: A section with a text input field.

Define your mission, purpose or ambition. Make it clear what you want to achieve.

You can add indicators or success criteria to indicate when you will be satisfied with the results.

Ask regularly

Asking your team or stakeholders if you are on track to achieve the goal keeps the goal top of mind and increases involvement.

4

The screenshot shows a web browser window with the address bar displaying 'app.deax.io'. The page title is 'Build core question'. Below the title, there is a 'Save' button and a close icon. The main content area is titled 'Build core question' and contains a paragraph explaining that a core question is an important question for the team. Below this, there is a section titled 'Step 1 - Choose the statement that fits best.' which contains five radio button options for selecting a statement to ask the team.

Build core question

A core question is an important question. So important that you want to know what everyone in the team has to say about it. You can use the wizard to formulate a focused core question or create a core question from scratch.

Step 1 - Choose the statement that fits best.

- ☐ Create your own question.
- ☐ I want to ask a question about the organization's core operations.
- ☐ I want to ask a question about how we manage the organization (structure, strategy, planning, stakeholder management, ...) or communicate (corporate communications, PR, ...).
- ☐ I want to ask a question about how we organize business development, sales and/or marketing.
- ☐ I want to ask a question related to support assignments (HR, internal communications, ICT, finance, ...).

Ask your team how they feel about one or more statements on a regular basis to check if you are on track to achieve the mission, goal or ambition. Use your own statement or use the wizard to help you. You can adjust the proposed statement at the end.

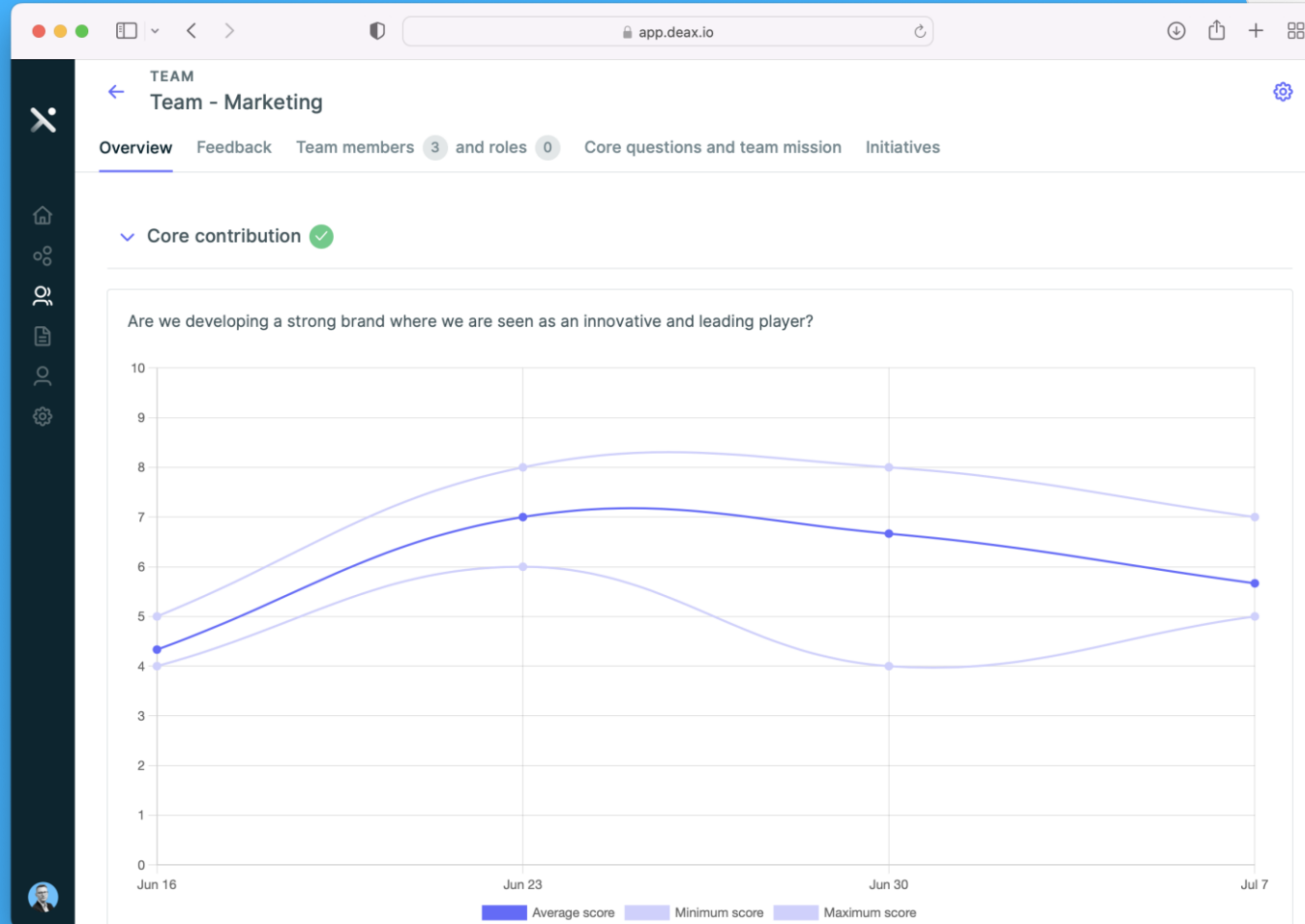
Difficult? We are happy to guide you. [Learn more about our guidance.](#)

You can ask for open feedback as well or pose a question your want feedback for.

Check the feedback

Following the sentiment avoids surprises and lets you take timely action. Plan, do, check, act,... in practice.

5



From now on, it is opinime's time to work. Opime will send an email to your team according to the regularity you define.

They only need one click to respond. Opime calculates the average sentiment, evolution and variance within the team and displays it in an easy-to-read graph.

Take adjusting initiatives

Time to act? Unleash the wisdom of the team and empower them to take ownership and action. Keep track of initiatives.

6

The screenshot shows a web browser window with the URL `app.deax.io`. The page is titled 'TEAM Team - Marketing' and has a navigation bar with tabs: 'Overview', 'Feedback', 'Team members 3', 'and roles 0', 'Core questions and team mission', and 'Initiatives' (which is selected). On the left, there is a dark sidebar with various icons. The main content area is titled 'Initiatives' and includes a '+ Add initiative' button. Below this is a table with four columns: 'Initiative', 'Due date', 'Progress', and 'Owner'. The table contains four rows of initiatives, each with a three-dot menu icon on the left and edit/delete icons on the right.

Initiative	Due date	Progress	Owner
I'd like to test some AI to capture interesting content. I'll map possible engines and gather some info on pricing. We can decide afterwards.	29/07/2022	13%	Julian Foster
Bouwen van 3 lead generation engines waarop we A/B testing van bijhorende landingspagina's doen. Voor de meest effectieve lead generation engine kunnen we dan schalen met de advertising budgetting die we voor social media voorzien hebben.	03/10/2022	29%	Elaine Ericson
Identificeren en interviewen van 10 visionairs met de scenario-planning methodiek als basis voor het identificeren van thema's van inspirerende whitecases.	30/06/2022	74%	Julian Foster
Overleg met engineering voor welke thema's welke partners (=externe experts die thought leader status hebben) relevant zijn om mee te engageren in onze social media strategie. Ik streef naar minimaal 5 'partners' die ons mee vermelden bij het delen van succesverhalen.	30/12/2022	39%	John Cooper

Your team may also suggest initiatives before or during the dialogue. Use these initiatives to correct where necessary and get back on track. Coach or mentor the team to successfully manage these initiatives.

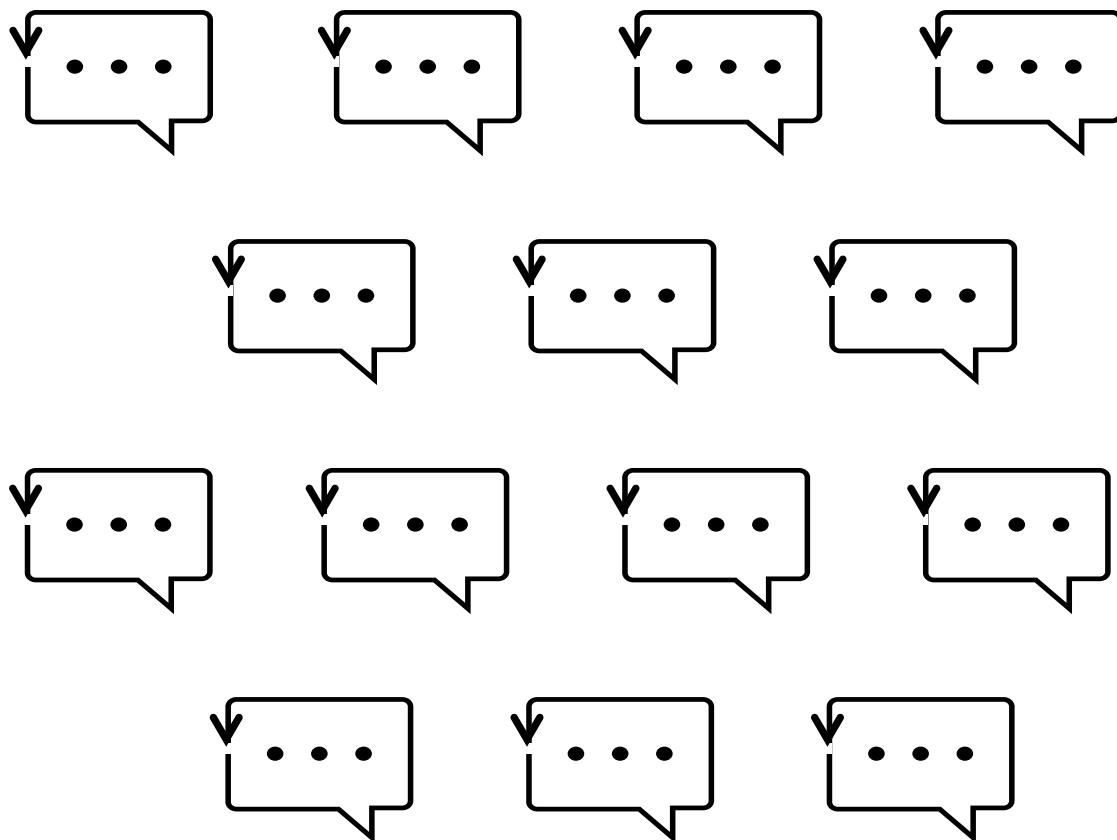
Act right on time

The best leaders do everything they can to not keep their people from work. They know their team and only intervene if the team indicates that the mission is in danger. Let our dashboard make it easy for you to assess if now is the right time to act.



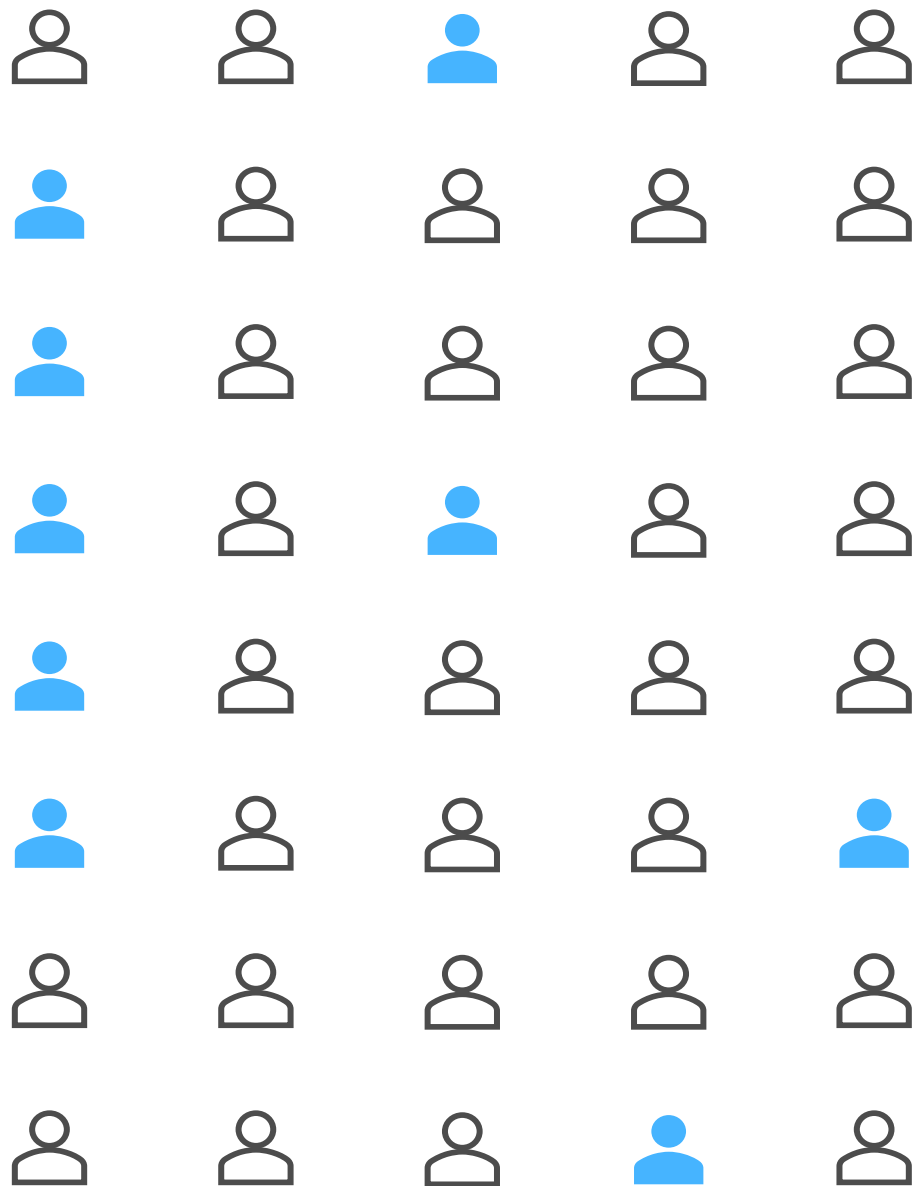
Get things done

Only what gets attention continues to grow. You can't grow or change by giving something attention only once or twice and then returning to the habit. Yet that's what often happens. With opinime you have a low weight tool to keep a goal on everyone's radar.



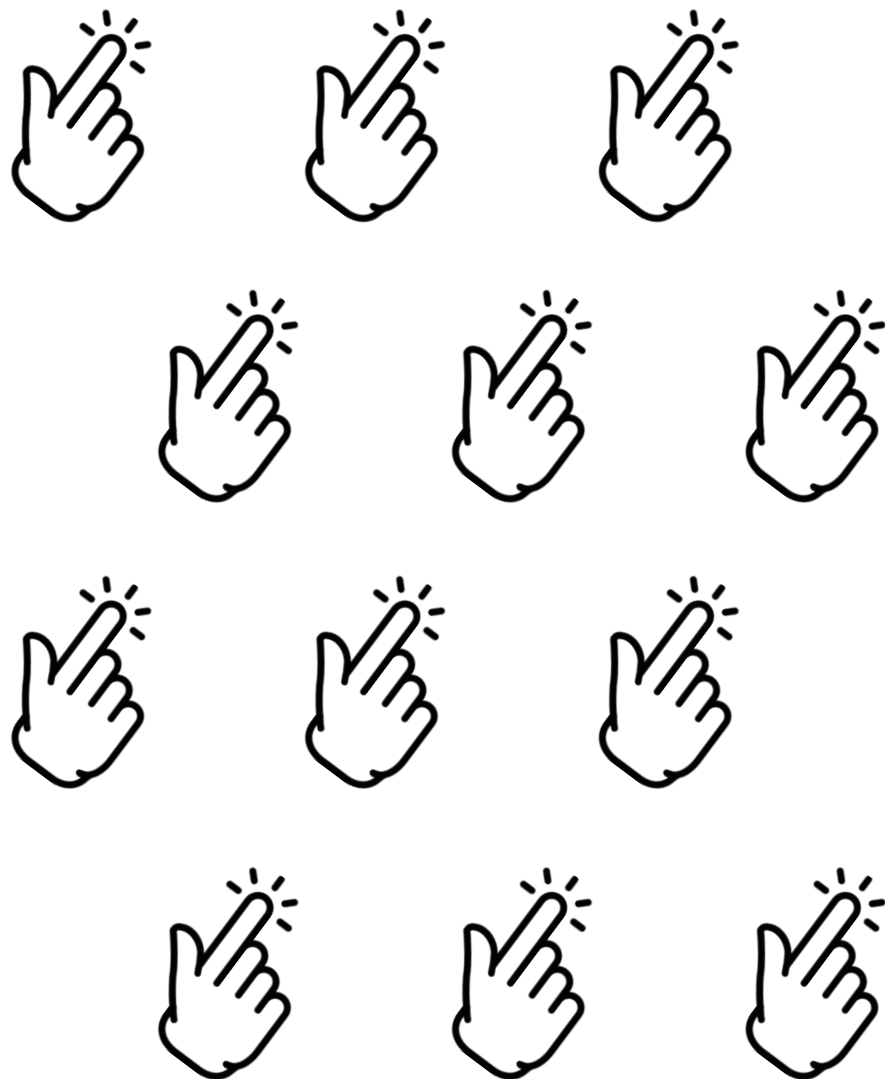
Be informed

It is tempting to guess what people are thinking or feeling. Ask them! Ask them all, not just those with strong and loud opinions. Objectively track the average sentiment, the change in sentiment, and the variation in sentiment on your team.



Siloless

Don't be bothered by the silos of your organization chart! Bring people together from other organizational units or add even external partners to your team! Get valuable feedback from project teams, or why not, get valuable feedback from just one person.



Easy

One question, one click. Say bye to survey fatigue! Set up your question and team once and opinime takes care. You don't have to remember to send the mail again, you don't have to process the results, you don't have to interpret them manually. It all happens automatically.



**Enable yourself to
reach goals**

where progress can't easily be measured



**Enable yourself to
increase employee engagement**

while reaching those goals

Choose your plan

	# users included	Price per month	Reduction when subscribing for one year
TRIAL , 2 months	10	€ 0	
YELLOW	10	€ 50 + 5 / extra user	€ 50
BLACK	50	€ 250 + 2 / extra user	€ 250
BLUE	150	€ 450 + 1 / extra user	€ 450

Guidance

	Included in our guidance	Price
A LITTLE HELP	<input checked="" type="checkbox"/> Preparation <input checked="" type="checkbox"/> Half a day workshop <input checked="" type="checkbox"/> Debriefing	€ 1.500
A LITTLE MORE HELP	<input checked="" type="checkbox"/> Preparation <input checked="" type="checkbox"/> Full day workshop <input checked="" type="checkbox"/> Debriefing	€ 2.500
MORE HELP	<input checked="" type="checkbox"/> Whatever you want	Tailored



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