

How the Kumanu Purpose Activation Platform Works



Put Purpose at the Center of Your Wellbeing Strategy

Organizations are people-powered. Yet in 2020, people feel increasingly disconnected from each other and from what matters most. The cumulative effects include distress, disengagement, and decreased performance. Activating

individual purpose reverses these trends. Behavioral science and neuroscience show it catalyzes change in people, teams, and organizations. It builds a stronger, healthier workforce, and a more authentic wellbeing experience.

Activate Individual Purpose at Scale with Purposeful

Harness the power of individual purpose through a unique blend of neuroscience and machine learning, packaged in a beautifully-designed and intuitive experience available on a mobile and desktop app.

Develop your purpose “muscle.”

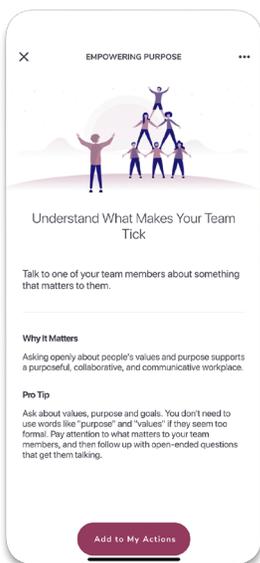
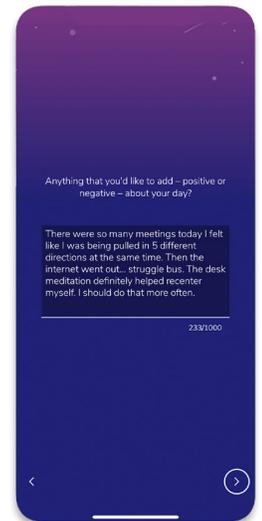
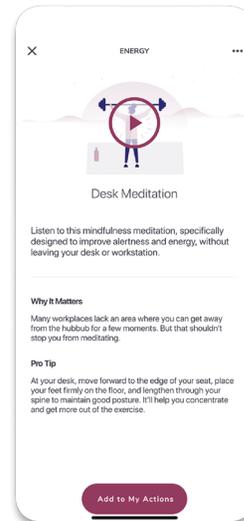
Build daily practices around intention, action and reflection—with the help of machine learning—to bring your best to what matters most each day.

Amplify intrinsic motivation, change habits.

Integrate “why” into your daily routine in life and at work. The results: better sleep, less stress, more energy and mindfulness, stronger social connection.

Connect to what matters most.

Harness neuroscience with simple yet powerful exercises like **Purpose Quest** to connect daily actions to personal, work, and shared purposes. Customized content also connects users to relevant resources and benefits.



Create More Purposeful Leaders, Champions, and Teams

Empower your team leaders and wellbeing champions to actively integrate authentic purpose into your organization's culture of health – **customized** to link back to your talent, diversity & inclusion, and engagement initiatives.

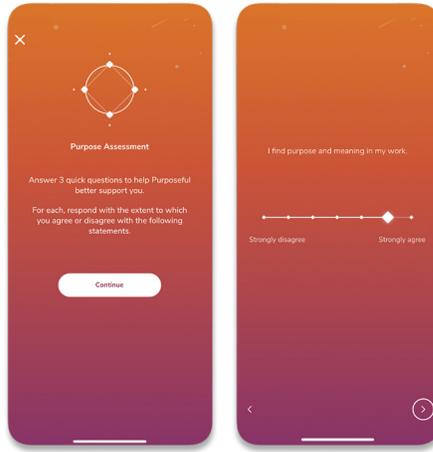
Model: Leaders and Champions use Purposeful to develop and share a strong sense of purpose, providing a template for their team to follow.

Empower: Create a team culture where team members can identify and explore their own purpose and share the experience.

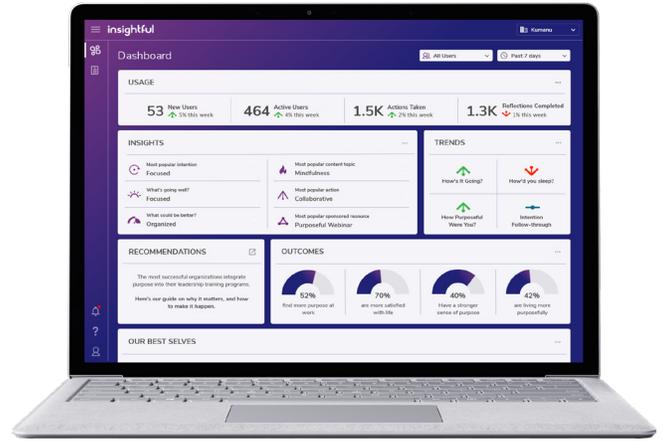
Connect: Establish and maintain a team culture of authentic engagement where team members can channel their own purpose through their work. Access stories, examples, techniques and insights via Purposeful.

Know More about Your Organization with Insightful

Real-time reporting and analytics, customized with your organization's key performance metrics and other **actionable data** presented in an intuitive dashboard. Insights are captured through regular **pulse questions**, surveys, and integration with your datasets.



PULSE QUESTIONS



INSIGHTFUL REPORTING & ANALYTICS

STANDARD METRICS

INDIVIDUAL

- Sense of wellbeing
- Sleep quality
- Daily intention
- Purpose alignment

ORGANIZATIONAL

- Reach and engagement
- Sense of purpose
- Meaning at work
- Resilience

CUSTOM METRICS

SHOW THE IMPACT OF INDIVIDUAL PURPOSE ON:

- Purpose and values alignment
- Wellbeing champion behaviors
- Employee experience
- Employee engagement

- Benefits engagement
- Sense of belonging
- Wellbeing index
- Productivity

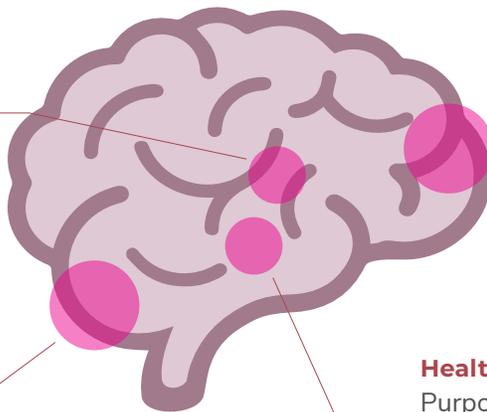
The Neuroscience Behind Purposeful

Connection:

Stronger performance of the limbic network is supported by purpose in life, promoting sense of self, empathy, and long-term memory.

Intrinsic Motivation:

The ventral striatum is involved in reward processing, and is activated in test subjects who pursue purposeful activities.



Openness to Diversity and Change:

Purpose in life builds ventromedial prefrontal cortex (vmPFC) activity, the part of the brain associated with decision making, self-control, and morality.

Resilience:

Purposeful reflection stimulates the vmPFC and reduces activity in the Amygdala (fear center) – producing resilience to stressful events.

Healthier Brain Aging:

Purpose in life slows down the effects of aging, enabling the hippocampus to maintain better cognitive ability late into life. Sense of purpose is also associated with significantly lower risk of Alzheimer's Disease.

Learn more about the neuroscience of purpose and review these studies and more at kumanu.com/brain-science-of-purpose