



CEREBYTE INC. | COMPANY OVERVIEW

Founded in 1997 by William Seidman and Michael McCauley, Cerebyte Inc. uses a combination of state-of-the-art knowledge gathering capabilities and innovative technology to help businesses develop, implement and sustain widespread performance improvement. Cerebyte's solutions have been quickly adopted by some of the nation's largest employers as their corporate standard for developing and deploying best practices and other forms of organizational performance improvement.

The Cerebyte solution has continued to evolve and today utilizes the latest research in positive deviance, fair process, neuroscience and mass customization. This scientific foundation enables Cerebyte to optimize organizational performance faster and more completely than was previously thought possible.

The core of the Cerebyte solution is the TRANSFORM process. Cerebyte's TRANSFORM process motivates employees to engage in learning new attitudes, capabilities and skills, and then guides them as they apply and internalize best practices. In four steps and as little as 10 days, the TRANSFORM process can facilitate the deployment of best practices and cultural changes to hundreds and even thousands of people.

About the TRANSFORM process:

1. The first step of the TRANSFORM process is to **Set-the-Bar**. In order to accomplish this, Cerebyte uses Wisdom Discovery to establish a clear picture of the intended end results, including identifying best practices and determining how to achieve the results. This ensures each individual understands the ultimate goal of the transformation and has the means of achieving it.
2. The second step, **Motivation**, employs Wisdom Application to motivate each individual to embrace the desired change. This is done using positive visualization and affirmation.
3. The third step, **Sustaining**, uses Cerebyte's Wisdom Integration to guide learning that sustains the behavioral change. This is done through repetition and positive reinforcement to make new habits consistent.
4. The final step of the process is **Scaling**. This step deploys Cerebyte's Web-based Persuasive Technology to scale the process to the enterprise, while continuing to treat each individual uniquely. By doing so, Cerebyte promotes quick and efficient adoption of the best practices throughout an organization.

Cerebyte's TRANSFORM process is being implemented across an array of industries and sectors—including restaurant, retail, finance, insurance, biotechnology and technology—in the United States, Latin America, Europe and Asia.