



**CEREBYTE INC. | THE SCIENCE BEHIND TRANSFORM**

STEP	SCIENTIFIC FOUNDATION & RESULT
<p><b>1. Set the Bar:</b> Create a clear picture of the end results that everyone understands.</p>	<p>Using Cerebyte’s Wisdom Discovery process, TRANSFORM establishes a clear picture of the intended business outcome, including identifying best practices and determining how they will be achieved. This is done by working with high performers to identify what makes them successful in a way that ensures others understand the goal of the transformation and have the means of achieving it.</p>
<p><b>2. Motivate Change:</b> Motivate each person to embrace the desired values, standards, norms and operating processes.</p>	<p>Treating each employee as an important and independent contributor to the success of the larger organization, Cerebyte’s TRANSFORM process motivates employees to embrace the desired outcome. Through this process of Wisdom Application, Cerebyte coaches and positively reinforces each person as they learn, embrace and apply the lessons learned from high performers in the organization.</p>
<p><b>3. Sustain the Change:</b> Change the behavior of each person so completely that it becomes integrated into their daily job.</p>	<p>The third step of the TRANSFORM process is to help employees integrate the new lessons, attitudes and behaviors into their daily work routine. Referred to as Wisdom Integration, Cerebyte guides individuals as they apply and internalize best practices; becoming more efficient and valuable workers and helping to strengthen the overall performance of an organization.</p>
<p><b>4. Scale to the Enterprise:</b> Create a sustaining environment, encouraging people to leverage the change across the entire enterprise quickly and efficiently.</p>	<p>The fourth step is to scale Cerebyte’s TRANSFORM process to the entire organization, while continuing to treat each employee as an independent and critical component of the company’s success. By doing so, Cerebyte promotes quick and efficient adoption of the desired best practices throughout an organization; achieving heightened workforce performance and culture change.</p>