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CEREBYTE INC. UNVEILS WORKFORCE PERFORMANCE SOLUTION

TRANSFORM Process Helps Employers Maximize Performance

Portland, Ore. (Nov. 17, 2009) – [Cerebyte Inc.](#), a Portland, Ore.-based company, has released its [TRANSFORM process, a revolutionary new workforce performance and culture development solution for business](#). Cerebyte’s TRANSFORM process combines a state-of-the-art knowledge gathering capability with innovative technology to help corporations develop, implement and sustain widespread performance improvement. Cerebyte’s TRANSFORM process has been employed by some of the nation’s largest employers and can facilitate the deployment of best practices and cultural change to hundreds and even thousands of people in as little as 10 days. Additionally, Cerebyte’s TRANSFORM process is effective for centrally located and geographically diverse business environments.

“The biggest challenge for most corporate change initiatives is to get large numbers of people to quickly and completely embrace a new way of thinking and functioning; Cerebyte’s TRANSFORM process alleviates that problem,” said [William Seidman, president and CEO of Cerebyte](#). “To ensure change is swift and sustainable, we work with high performers in organizations to learn what makes them successful – uncover their wisdom – and then guide the rest of the company to adopt those lessons using interactive software rooted in recent science.”

Cerebyte’s TRANSFORM process uses in-person and automated support to strengthen employee to manager relationships; motivate employees to engage in learning new attitudes, capabilities and skills; and inspire sustainable organizational performance improvements across all levels of business.

“Cerebyte’s TRANSFORM process enables organizations of all sizes to proactively motivate employees to achieve higher productivity and profitability,” said [Michael McCauley, vice president of product development for Cerebyte](#). “Using TRANSFORM, businesses can solve an array of challenges ranging from reversing under-performance trends to preparing for a new performance requirement.”

The TRANSFORM process combines scientific research on positive deviance, fair process, neuroscience and persuasive technology to create a practical methodology. This scientific foundation enables Cerebyte to analyze and optimize organizational performance in a fast, comprehensive manner by capitalizing and improving on the successes of positive deviants (also known as high performers or natural leaders, positive deviants are team members who are already practicing many of the attitudes, behaviors and business processes an organization would like to achieve as a result of its culture change initiative) in any company.

Cerebyte's TRANSFORM process uses a four-part approach to quickly and efficiently deploy sustainable workforce performance improvement:

1. **Set-the-Bar.** 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.
2. **Motivation.** 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.
3. **Sustaining.** 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.
4. **Scaling.** Finally, Cerebyte scales the 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.

For more information about Cerebyte and its TRANSFORM process, visit www.cerebyte.com.

About Cerebyte

Cerebyte Inc. is a Portland, Ore.-based company that helps businesses achieve extraordinary performance in as little as 10 days. By integrating advances in technology, neuroscience and management decision-making, Cerebyte helps companies of all sizes identify and deploy best practices and other forms of organizational culture change. The Cerebyte approach utilizes the latest research in positive deviance, fair process, neuroscience and mass customization. With a strong scientific foundation, Cerebyte optimizes organizational performance faster and more completely than ever before. More information about Cerebyte is available at:

www.cerebyte.com.

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