

# ★ Connection Intelligence

Engagement is an outcome. Connection is the cause.



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01

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**The problem we're all facing**

# Disconnection

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It is killing businesses. Slowly and silently, it's eating away at culture, management, talent, performance – from the inside out.

We all thought the issue was employee engagement. But engagement is just the outcome of strong connection.

If connection is weak, if the rot of disconnection festers upstream, we're in trouble. That's why all those attempts to fix motivation and performance – skills-based audits, wellness programmes, culture initiatives, engagement surveys – haven't fixed the root cause of decay. They're aimed at symptoms, not the source.

**The level of untapped human potential inside most organizations is staggering. Disconnection is eroding engagement and costing businesses energy, focus and growth.**

# Connection Vs. Engagement: Cause and Effect

## Connection

The emotional and psychological bonds an employee feels with their work, colleagues, manager and organization.

It's proactive and foundational – built through belonging, purpose, achievement, and alignment.

**Connection is the *cause*.**  
**It's what drives engagement.**



## Engagement

The visible outcome of strong connection – enthusiasm, advocacy and commitment to work.



**Engagement is the *effect*.**  
**It follows when connection is strong.**



**Just as work demands more humanity,  
we're losing touch with it.**

# What it means to be human in the workplace

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AI is accelerating work, but human disconnection is slowing us down.  
Today, your edge isn't what you know. It's how you think, adapt and connect.

Disconnection blocks the core skills we need most for this new AI era: learning fast, working well with others, staying resilient, building trust. These traits don't just appear, they grow in connected environments.

**Without connection, talent stalls, teams fracture, cultures thin.**



**When connection is missing,  
everything starts to disintegrate.**

# The rot sets in

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Benchmarking, engagement, retention, productivity, well-being... these metrics start to collapse when connection is missing.

- Hybrid uncertainty has replaced hallway trust.
- Burnout and disengagement are rising faster than financial performance.
- Leadership is under pressure to perform while teams quietly unravel.

Disconnected teams don't just underperform, they wear down trust, delay decisions, leak talent, and limit innovation.

- If your people don't feel connected, they won't stay.
- If your teams can't collaborate, your business can't or won't perform.
- If your leaders can't build trust, they can't lead transformation.

**Unless we deal with the root cause, further changes in working practices, employee expectations, and near-constant technology innovation will only exacerbate this further.**

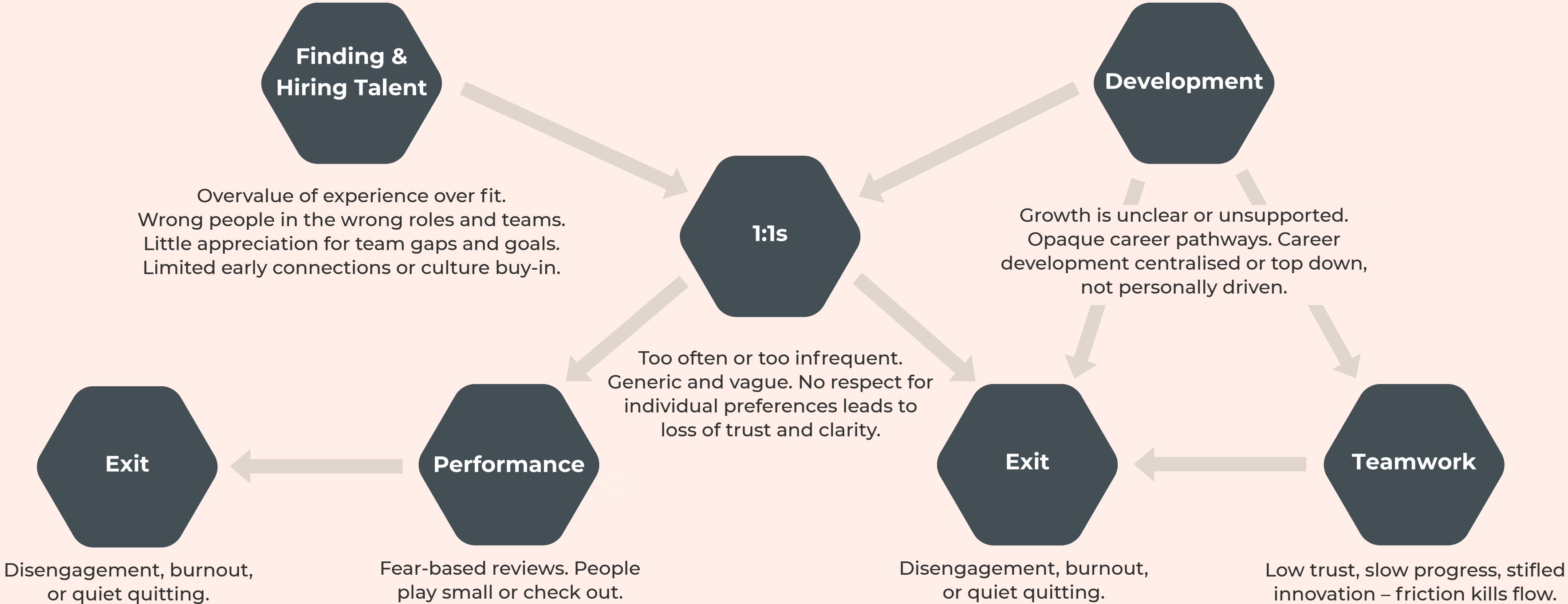


**56%** of the reason  
someone is considering  
leaving can be explained  
by disconnection.

Stephen Cuppello  
Director of Psychology at Thomas

# Wrong from the start

The employee life cycle in a disconnected organization:



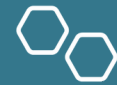
# What happens when connection is missing?



## Innovation & Initiative

**Without connection, employees disengage; innovation suffers, driving huge profit loss (\$550B U.S.).**

Workstep  
October 19, 2023



## Retention & Talent Loss

**Companies with low connection experience 40% higher turnover & pay 30–200% of salary in replacement costs.**

LumApps  
March 6, 2025



## Performance & Profit

**Disengaged employees cost the global economy \$8.8 trillion annually – nearly 9% of global GDP**

Gallup  
July 5, 2024

# A high price to pay for inaction

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The cost of disconnection:

- Lost productivity from misalignment and disengagement
- Delayed decisions due to lack of trust
- High attrition, constant rehiring, and onboarding costs
- Burnout and underutilised talent
- Low innovation from psychologically unsafe teams

**Human disconnection is not just a people problem. It's a performance crisis.**

But all is not lost. A movement is underway – a global shift toward organizations that are not just productive but connected. Businesses that build connection at every level will be the ones that survive and prosper.

**But how do we create, sustain and measure connection?**







02

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**It's time to become intelligently connected**



# Connection Intelligence (CXI)

Definition:

*/ˈkəːnɛkʃən ɪnˈtɛlɪdʒəns/\** noun

1. The measurable ability to understand, build, and sustain human connection at scale.

**CXI:** the initialism of Connection Intelligence, used to represent our suite of platforms, tools, and solutions. Through a blend of psychometrics, AI-driven insights, and practical tools, we provide a system that scientifically measures success across the entire employee lifecycle.

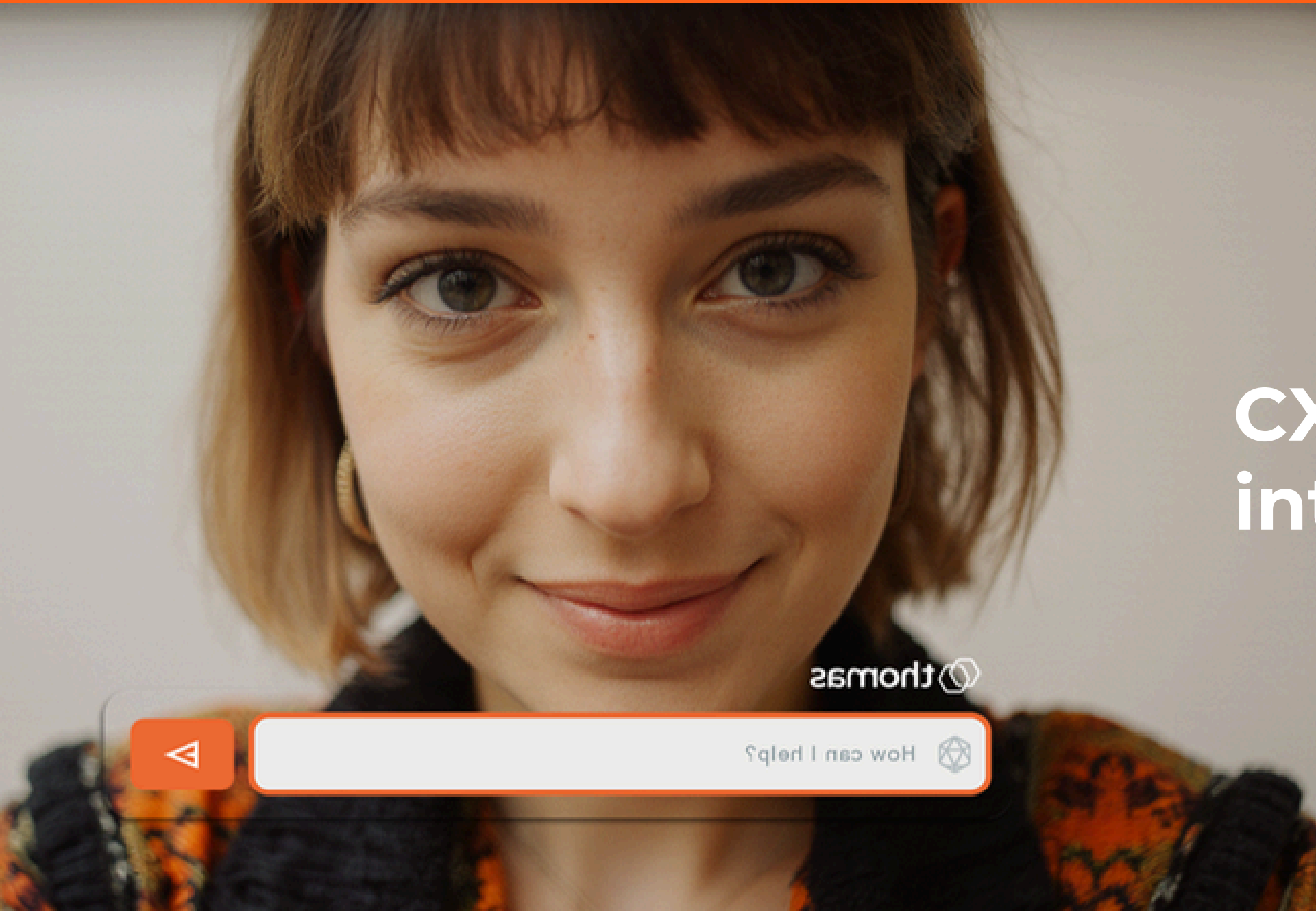
# Are your people connection intelligent?

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‘Connection Intelligence’ is the strategic narrative that drives our innovative solutions and services.

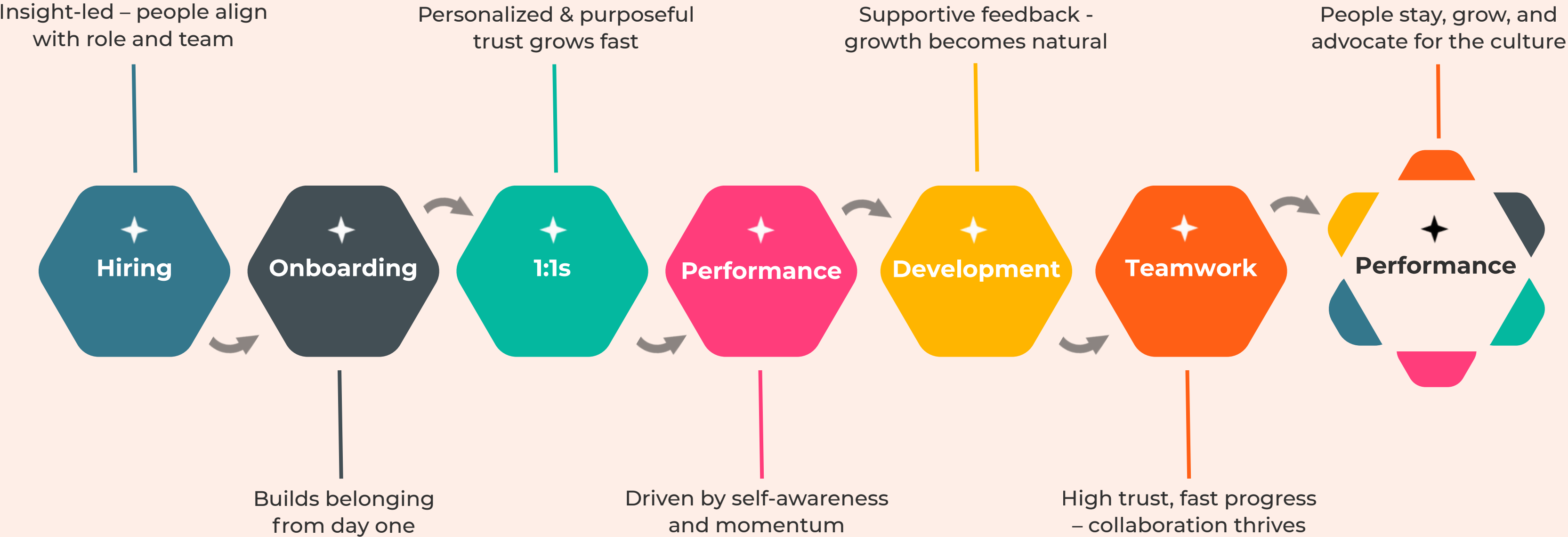
Being intelligently connected empowers organizations to make better decisions, from small daily actions to transformative cultural shifts. It applies across the **entire employee lifecycle** – from knowing your people, to finding the right talent, to onboarding, 1:1s, performance, development, teamwork and retention.

**It's not theoretical – it's measurable, actionable and scalable.**



**CXI turns everyday moments  
into long-term value.**

# Connection Intelligence in the employee lifecycle:



**Disconnection is compounded by a lack of visibility into your current talent - and the inability to make or enable the right talent decisions.**

**Connection Intelligence provides a path to a connected organization by helping you understand your people, identify the right talent, and maximise their potential.**

# Your path to becoming intelligently connected

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**KNOW**  
your talent



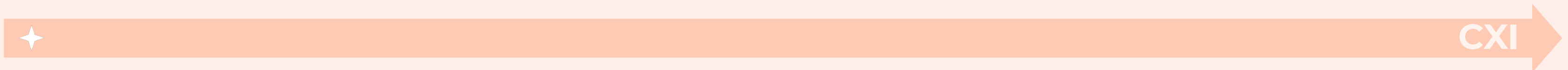
**FIND**  
the right talent



**CONNECT**  
your talent



**OPTIMIZE**  
talent contribution





# Measuring connection

Capturing six essential human needs, the connection model provides the insights required to measure connection and unlock intelligent connection within your organization.

**Cohesion** – Strong, trusting relationships within the team

**Belonging** – A sense of inclusion and shared identity with colleagues

**Appreciation** – Feeling valued and recognized at work

**Contribution** – Confidence in one's ability to add value to the team

**Trust** – Psychological safety in interactions with colleagues and leadership

**Well-being** – A sense of balance, resilience, and support at work

**This is not another engagement metric.**

**It's deep insight into the emotional, cultural and relational health of your teams.**



**In practice:**

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**Connection Intelligence helps people  
show up, step up and stay longer.**

# Individuals

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I maintain positive relationships and seek feedback constructively.

I manage stress, maintain balance and sustain resilience.

I feel psychologically safe to express myself authentically.

I am confident in my ability to add value and make an impact.

I experience inclusion and alignment with my purpose.

I feel seen and valued for who I am and what I contribute.



**In practice:**

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**Connection Intelligence builds faster,  
smarter, more collaborative teams.**

# Teams

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We collaborate effectively, support each other and navigate conflict constructively.

We foster sustainable team cadences and support each other's wellbeing.

We assume positive intent and hold space for open dialogue.

We all have a voice, contribute meaningfully and feel needed.

We celebrate our diversity and share a collective identity and mission.

We regularly recognize one another's contributions and efforts.



**In practice:**

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**Connection Intelligence drives better engagement, stronger retention, higher value.**

# Organizations

Teams are aligned, collaborative and operate with mutual respect and high trust.

Policies, leadership behaviors, and work design promote human sustainability.

There is consistency, transparency and fairness in decision-making.

Everyone can see how their role contributes to strategic goals.

There is a strong sense of shared values, mission and inclusive practices.

Our culture rewards contribution, effort and learning - not just results.



# The impact of Connection Intelligence:

✦ **Individuals  
feel:**

**Valued  
Included  
Focused  
Accountable  
Authentic  
Balanced**

✦ **Relationships  
are:**

**Energetic  
Purposeful  
Human  
Supportive  
Trusting  
Sustainable**

✦ **Organizational  
culture is:**

**Engaged  
Productive  
Collaborative  
Transparent  
Respectful  
Agile**

# Why it works

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It all lies in the power of the profile.

- Grounded in fair and inclusive **psychometric science**
- Delivered as **timely, conversational guidance**
- Embedded in **moments that matter** e.g., 1:1s, feedback, performance management, meetings, etc.

The result?

**The ability to scale a culture where better connection becomes everyone's habit...  
and performance follows.**



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# Creating a connected culture

**According to McKinsey research, well-connected teams see a productivity increase of 20–25%.**

# An intelligently connected organization

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## Better decisions from the start

CXI gives you the insight to hire for fit, not just skill or experience. Aligning people to culture and team dynamics helps improve likelihood of success.



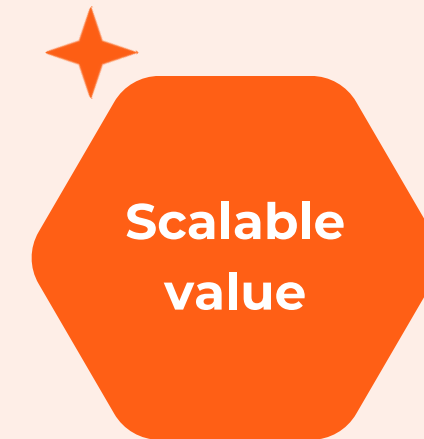
## People who know themselves perform better

CXI boosts self-awareness and confidence – leading to better output, collaboration, and dynamism.



## Lead with empathy, act with clarity

CXI gives leaders real-time emotional and relational insight to coach, support, and adapt effectively, improving productivity and longevity.



## Attractive to talent, easy to integrate, ready for growth

Organizations with strong CXI are easier to scale, acquire, and integrate. Future-ready by design.



## Belonging from day one

With CXI new hires are understood and connected, driving meaningful contributions much earlier.



## Teams that trust each other work better together

CXI removes friction and builds cohesion – speeding up innovation and improving retention by strengthening relationships.



## Better engagement, stronger culture, higher ROI

When individuals and teams are connected applying CXI, performance improvement is both measurable and sustainable.

**When connection becomes your advantage,  
everything accelerates.**

# Your business's superpower

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## **Empower your decision-making:**

From the many low-impact daily choices to the fewer, higher-impact strategic ones, Connection Intelligence gives people the insight to act with clarity and alignment. Low-friction, high-trust insight – so decisions get made smarter, faster, together.

## **It's scientifically proven:**

Connection isn't abstract – it's measurable, tangible, and correlates with psychometric data.

**High connection = High performance**

## **It transforms retention:**

Your best people aren't just skilled – they're **intelligently connected**.

People want to stay. People want to join.

And your business is seen as a champion of connection, making it immediately more enticing.

