



# *X - CONNECT*



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# SUMMARY

## What went wrong at Twitter (now X) that made XConnect an idea?

- **Mass layoffs and instability:** Not knowing if they would keep their jobs and being fired without warning made workers unhappy.
- **Extreme Work Expectations:** A "hardcore" and high-pressure work atmosphere led to burnout and low morale.
- **Loss of Perks and benefits:** Taking away the option to work from home and other important employee perks decreased work motivation.
- **Lack of Communication and Transparency:** Employees didn't know about company choices, which made them doubtful. Created distrust.
- **Toxic Workplace Culture:** The work atmosphere got worse because of fear-based leadership, broken moderation teams, and ethical concerns.
- **Attrition Rate Rise:** The rate of employee turnover went from about 14 to 16 percent to 18 percent, which shows that people were dissatisfied at work.

# XConnect

## The Future of Health and Happiness and Engagement at Work

XConnect is an app for the workplace that puts the health and comfort of employees, recognition, and professional relationships first. It combines performance-based rewards with an intelligent networking system to create a healthier, more engaging work culture.

### CORE FEATURES

- **Performance-based rewards:** When employees do a good job, they get points that they can exchange for bonuses.
- **X-Connect Networking:** Pairs workers up based on their skills, interests, and job goals.
- **Work-Life Balance Tracking:** This feature keeps an eye on your work hours and promotes good work habits.
- **Dashboards and Analytics:** These give you information about success, health, and engagement.

# CHALLENGES RESOLVED

## 1. Extreme Work Expectations and Burnout

*Twitter director had shared concerns about her employees burning out under the pressure of Musk's demands and tight deadlines.*

*Solution helps -*

- Employees earn points for timely, high-quality work while promoting sustainable productivity.
- Supports healthy work habits by enabling point-based redemption for well-being and work-life benefits.

# CHALLENGES RESOLVED

## 2. Lack of Career Development

*Data indicates that 41% of Twitter employees departed within a year of employment, with only 8% remaining for over 11 years.*

*Solution helps -*

- Encourages continuous learning and improvement, leading to a more skilled, adaptable workforce.
- Employees are more likely to stay at a company that invests in their future and offers structured career development.

# CHALLENGES RESOLVED

## 3. Reduced Rewards & Incentives

*A confidential company memo revealed Elon Musk has cut company perks for employees, including wellness, training development, outschools, daycare, quarterly team activities etc*

*Solution helps -*

- Employees earn back customizable benefits through their work
- Empowers employees with greater control over their benefits and enhances employee satisfaction

# ORGANISATIONAL BEHAVIOUR THEORIES

## Herzberg Theory of Motivation

- ▶ Achievement
- ▶ Recognition
- ▶ The Work itself
- ▶ Job Advancement Opportunities
- ▶ Growth Opportunities



- ◆ Relationship with Peers
- ◆ Company Policies
- ◆ Physical Workspace
- ◆ Working Conditions
- ◆ Salary
- ◆ Status
- ◆ Security
- ◆ Supervision



# HERZBERG THEORY OF MOTIVATION

**Two sets of factors that influence employee satisfaction and motivation:**

**Hygiene Factors** - necessary to prevent dissatisfaction, but they do not contribute to motivation or satisfaction if improved

**Motivators** - intrinsic factors that drive job satisfaction and encourage employees to perform at their best

# HERZBERG THEORY OF MOTIVATION

## MOTIVATORS

- **Career Development** - Opportunities for learning, growth, and advancement keep employees engaged and committed to the company.
- **Job Satisfaction** - When employees find fulfillment in their roles, they are more engaged, productive, and motivated to contribute to the company's success

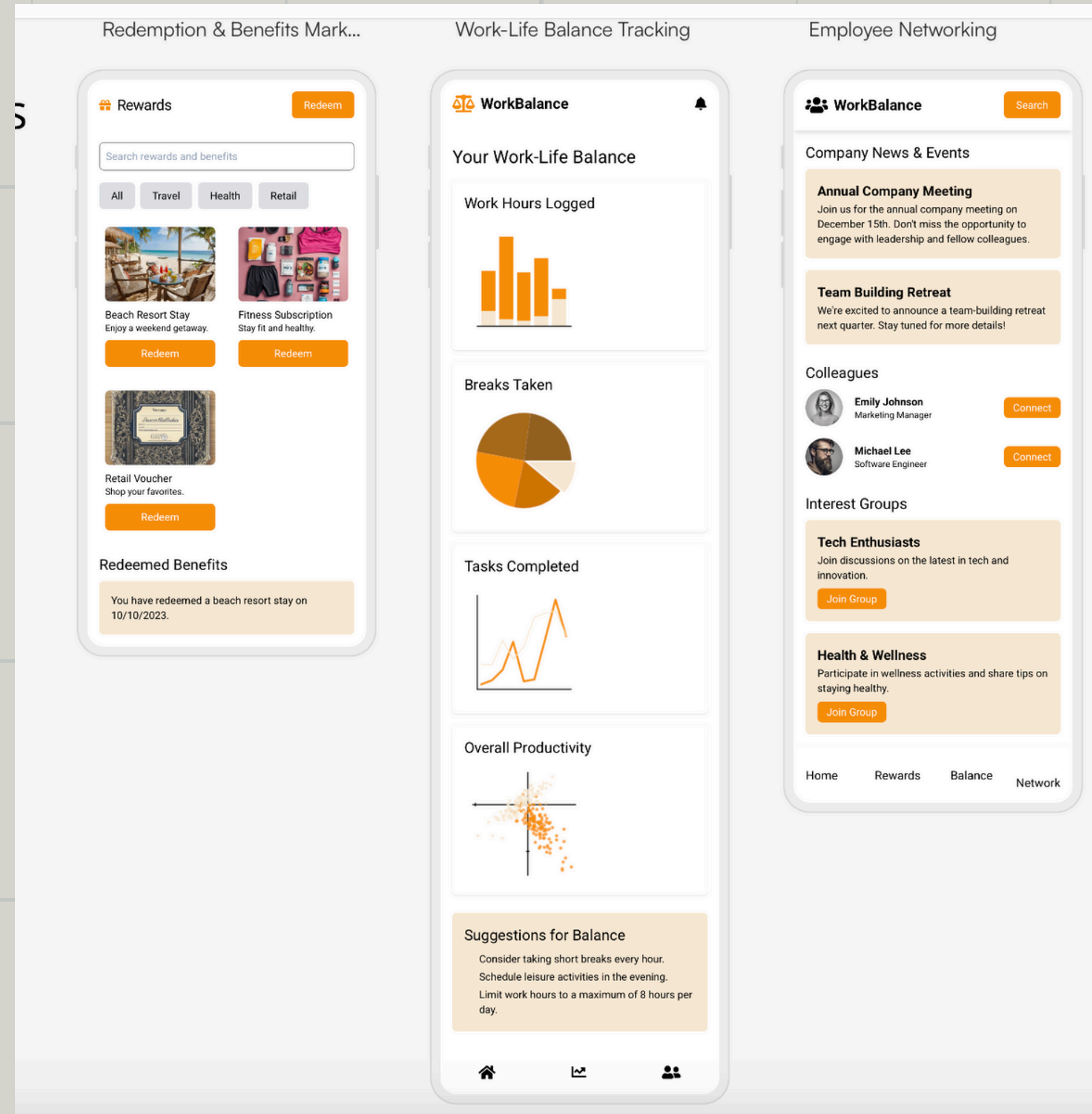
# HERZBERG THEORY OF MOTIVATION

## HYGIENE

- **Balanced Work Expectations & Well-Being** - Realistic deadlines and a supportive work culture helps employees maintain a healthy work-life balance.
- **Positive work culture** - Prevents dissatisfaction and creates a foundation for employee well-being and engagement. Its absence can lead to stress, disengagement, and high turnover.

# FEATURES OF THE PRODUCT

- Redemption & Employee Benefits Marketplace
- Work-Life Balance Tracking
- Employee Networking Feature

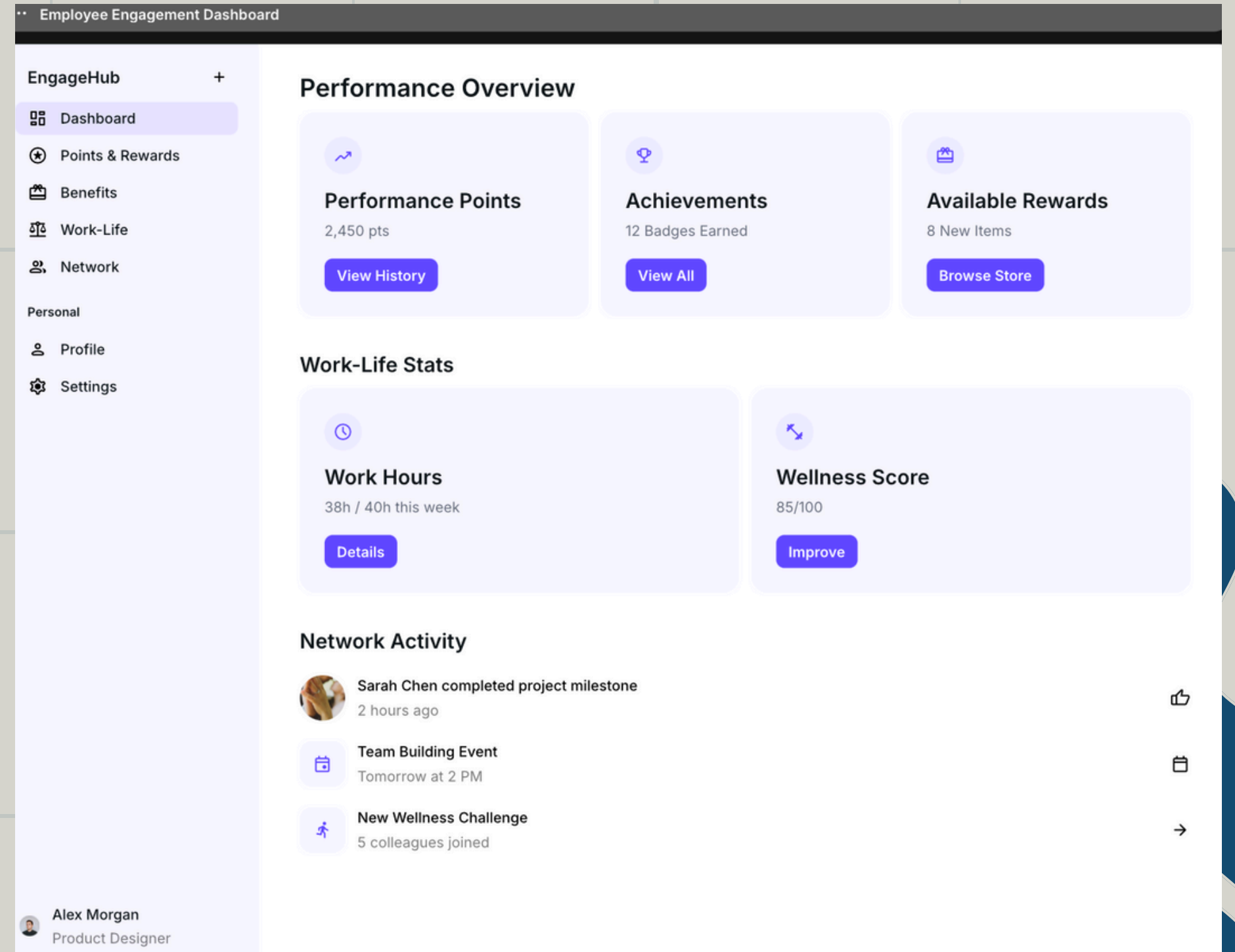


# FEATURES OF THE PRODUCT

## *Performance-Based Points System*

Employees earn points for:

- Completing tasks/projects on time.
- Achieving performance goals.
- Collaboration and teamwork.
- Attending professional development sessions.
- Maintaining work-life balance (tracking working hours to prevent overworking).



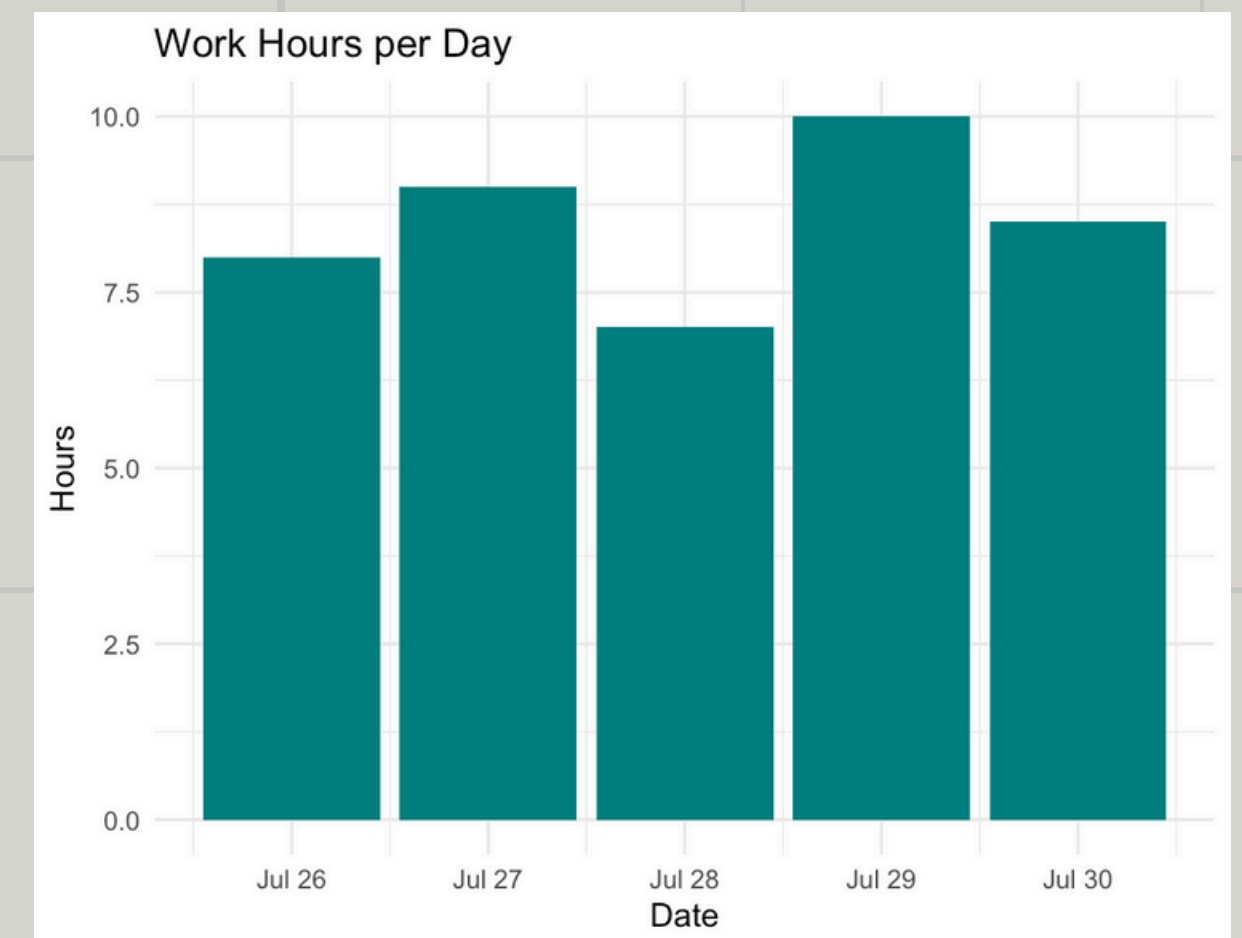
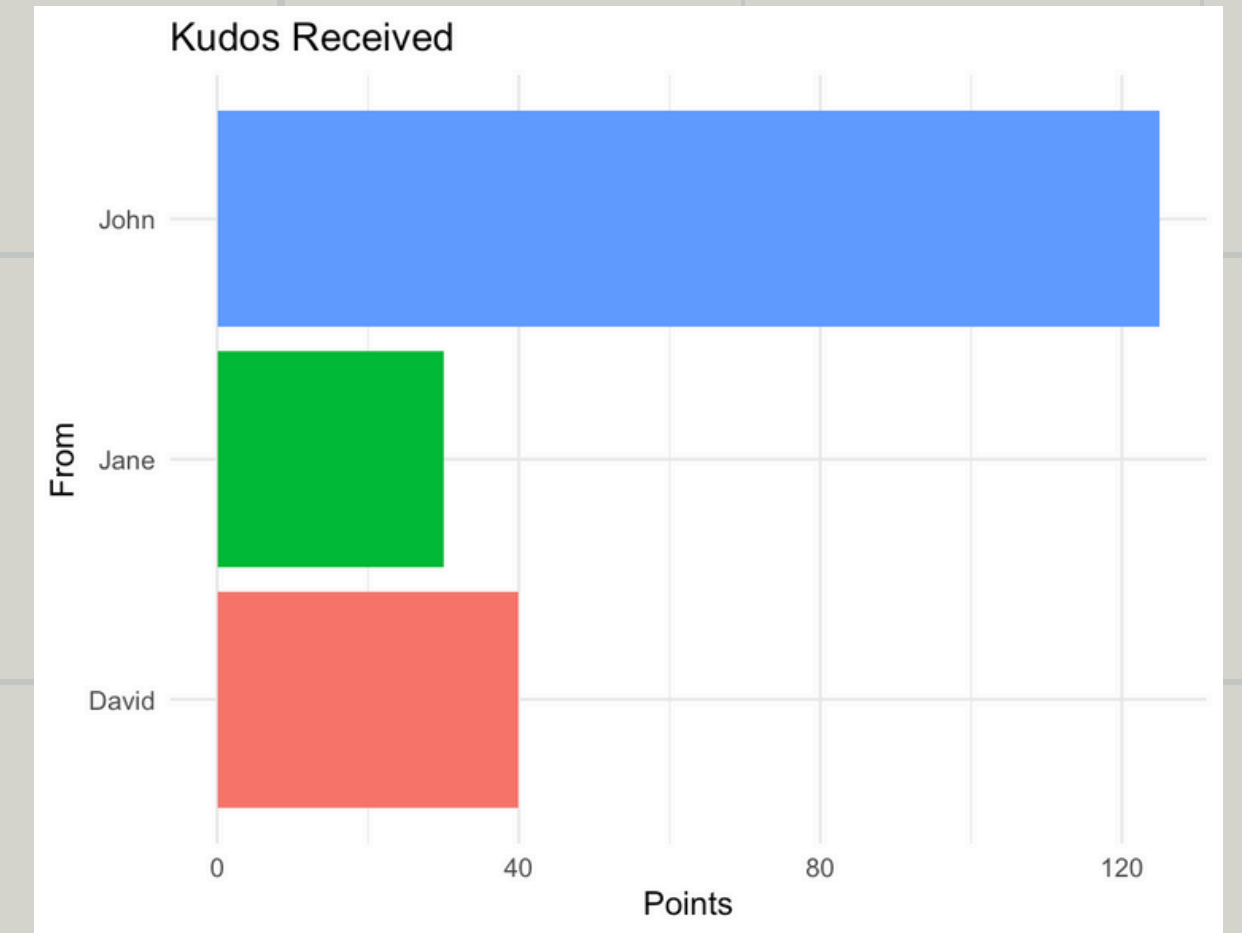
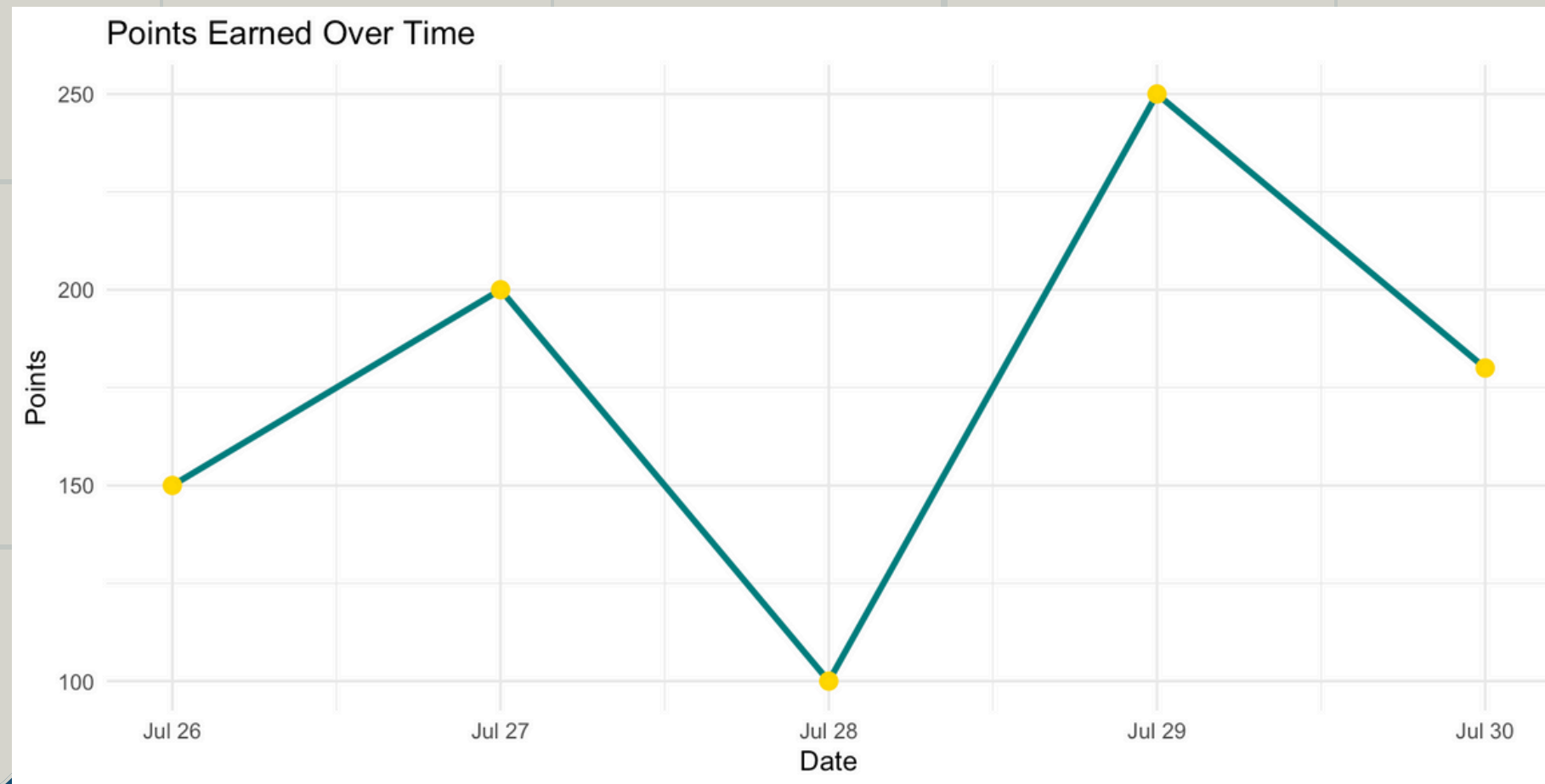
# FEATURES OF THE PRODUCT

## Dashboard & Analytics

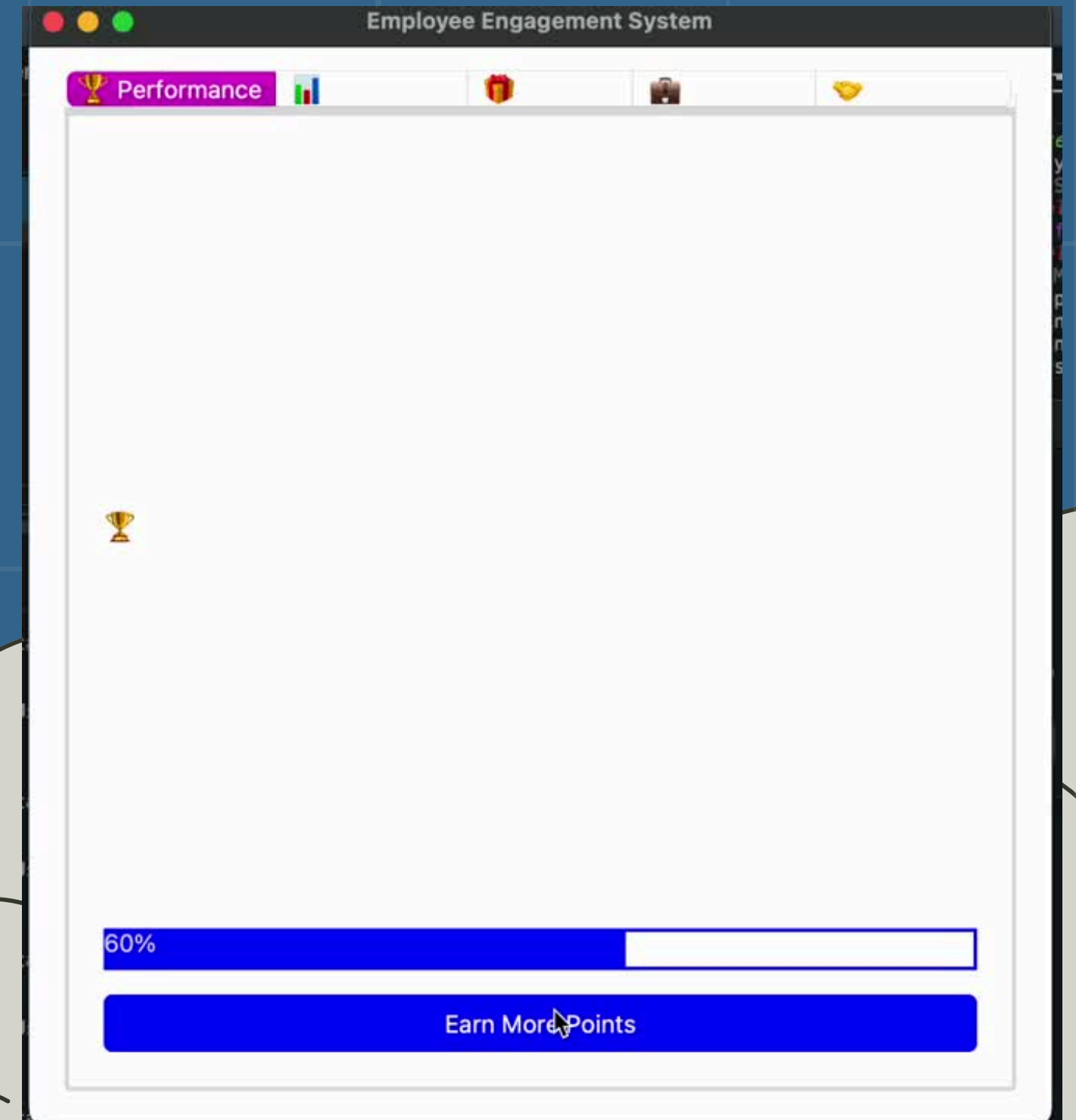
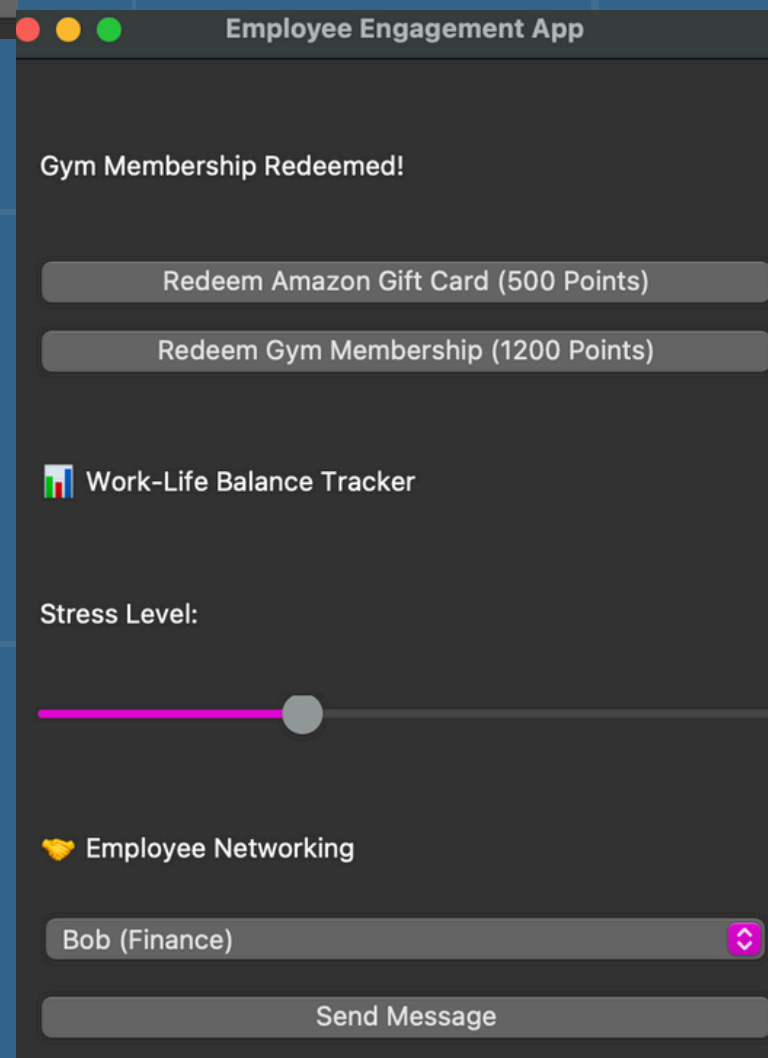
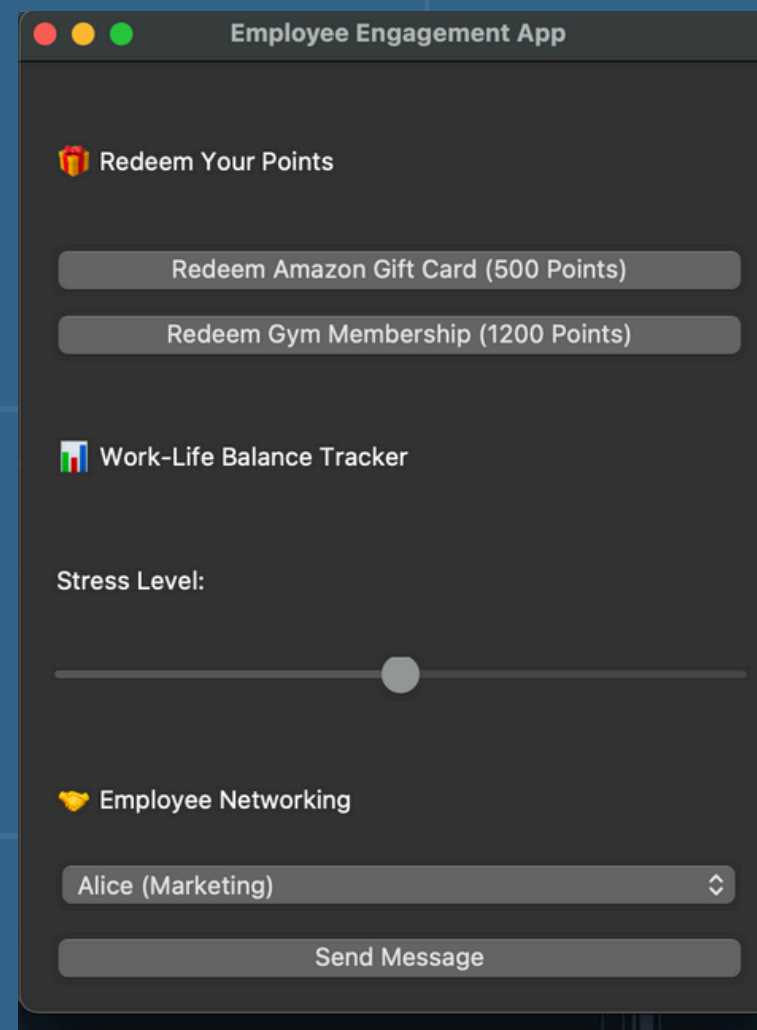
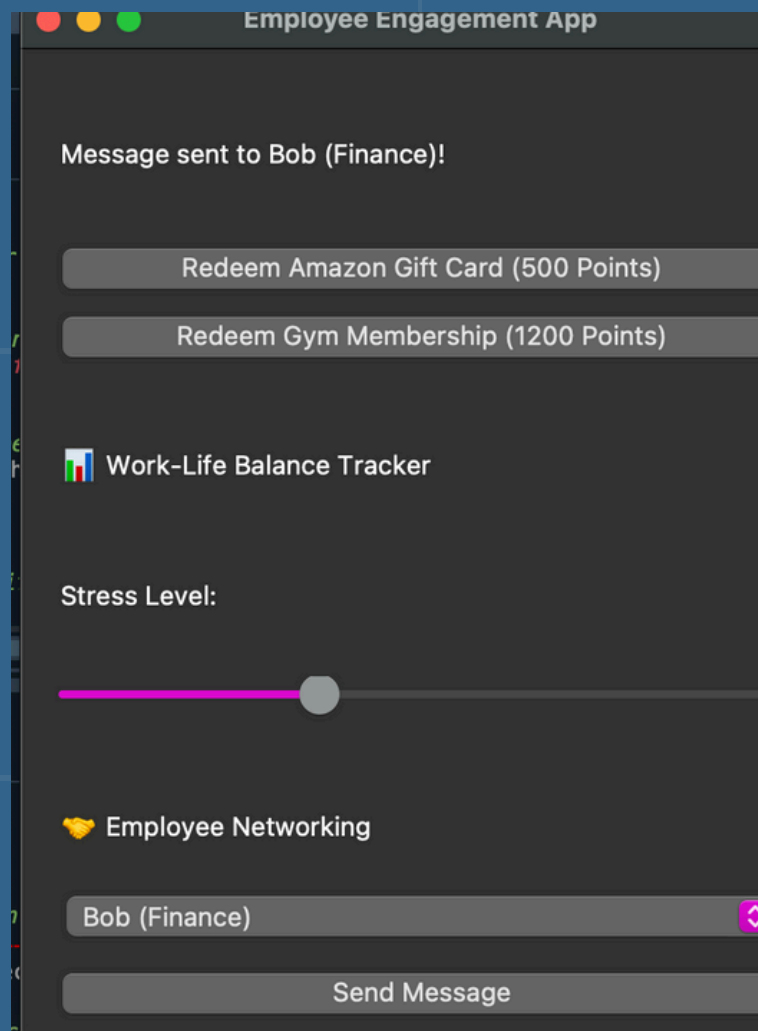


# FEATURES OF THE PRODUCT

## Dashboard & Analytics



# APP DEMO

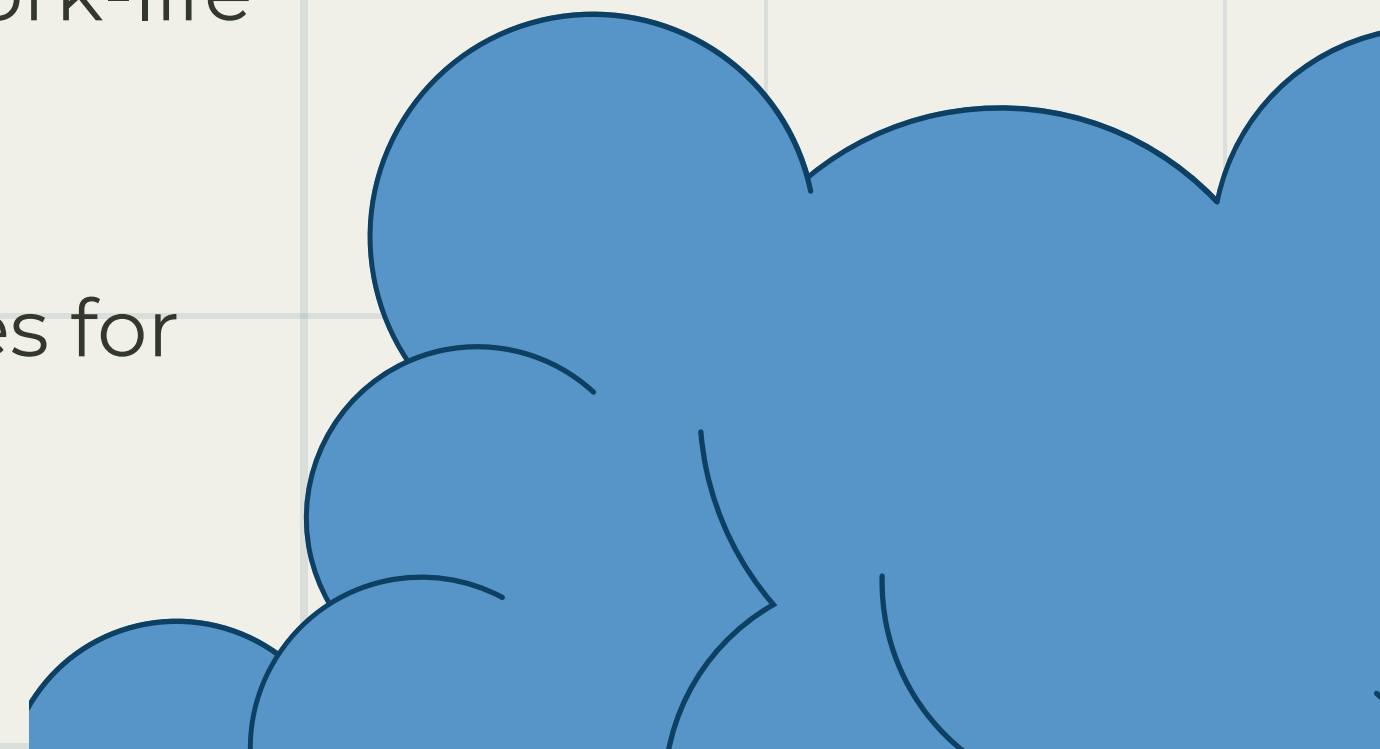


# TARGET USERS



## Employees:

- The primary users who will interact with the app daily.
- Earn points for performance, teamwork, and participation in company activities.
- Track their progress, redeem benefits, and improve work-life balance.
- Use X-Connect to network with like-minded colleagues for mentorship, collaboration, and social bonding.

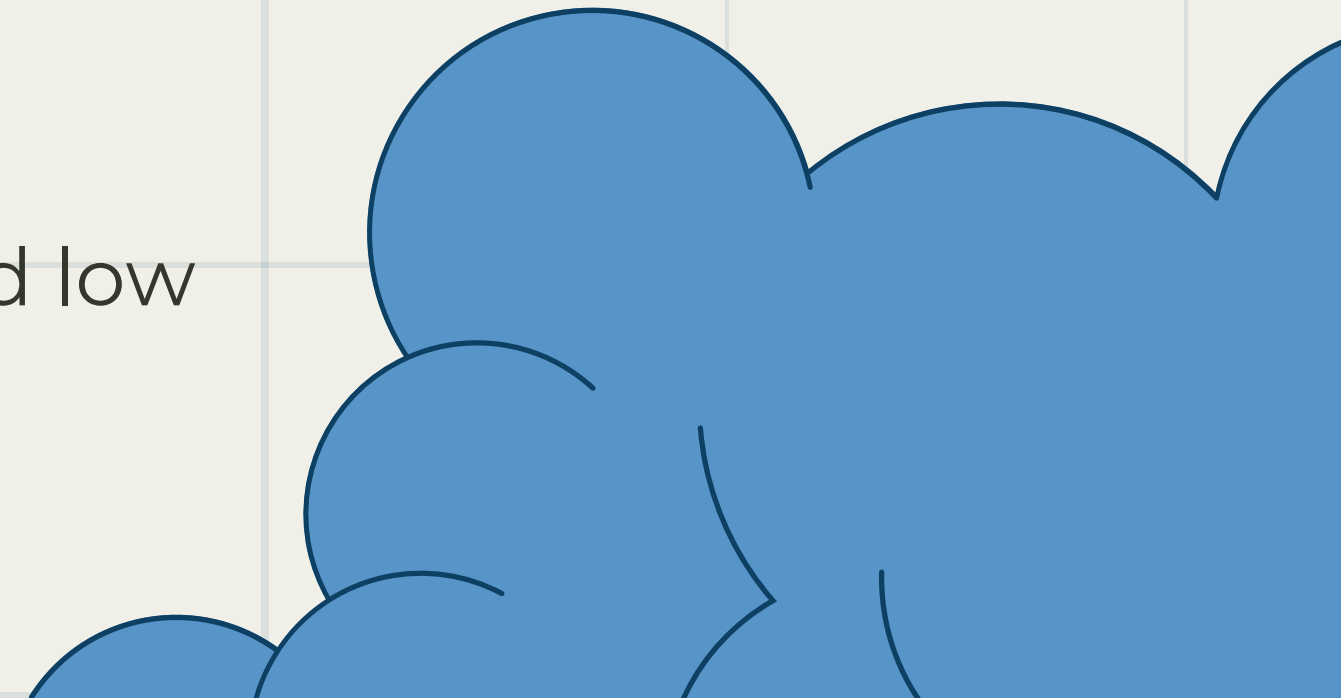


# TARGET USERS



## Managers:

- Oversee employee performance and engagement levels.
- Allocate points based on goal achievements, project completions, and soft skills like teamwork and leadership.
- Approve reward redemptions and ensure fair distribution of incentives.
- Monitor team well-being trends to prevent burnout and low morale.

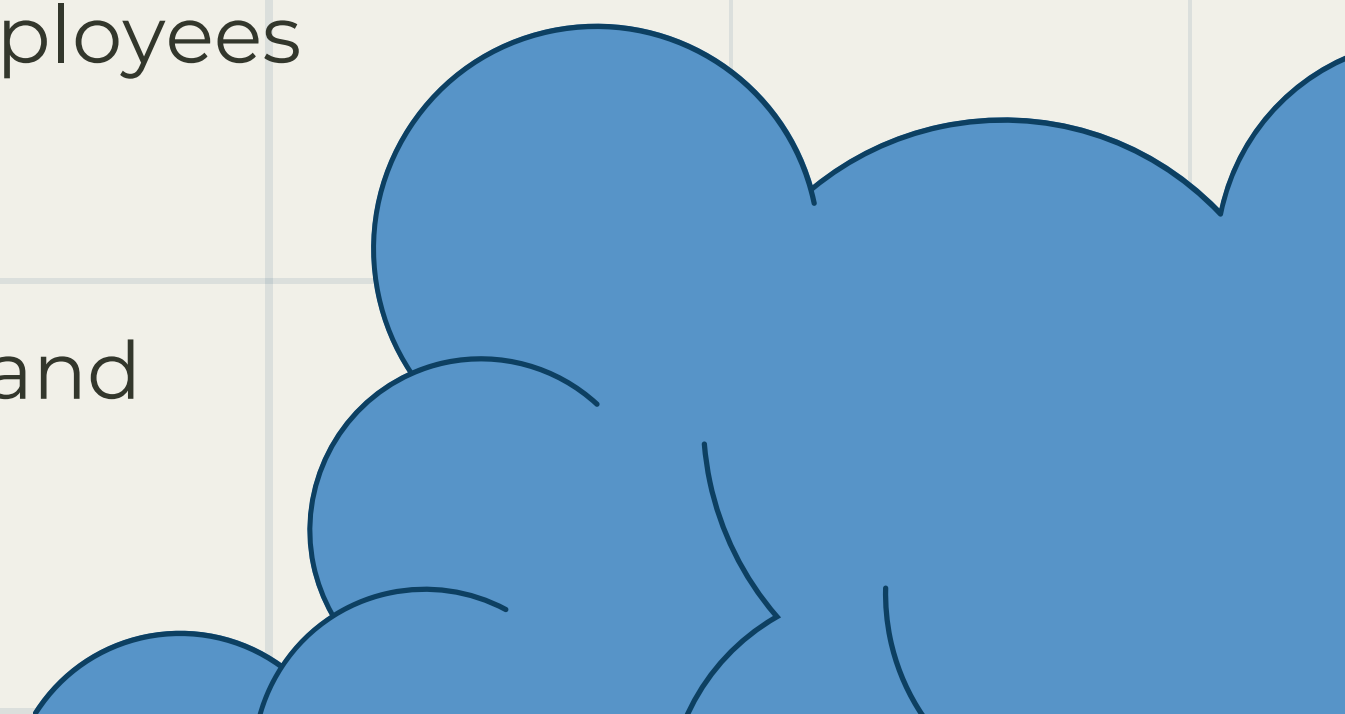


# TARGET USERS



## HR Professionals & Admins:

- Customize reward structures to align with company goals and employee needs.
- Analyze well-being data to assess employee satisfaction and retention trends.
- Facilitate networking through X-Connect, ensuring employees feel engaged and valued.
- Organize wellness programs, career growth initiatives, and networking events.



# BENEFITS FOR STAKEHOLDERS



## For Employees:

- Encourages and motivates through tangible rewards.
- Enhances work-life balance by promoting healthy work habits.

## For Managers:

- Provides clear insights into team performance and work efficiency.
- Helps maintain high morale and reduced burnout with well-being tracking.

## For HR & Admins:

- Strengthens company culture and employee engagement.
- Provides data-driven insights to improve retention and employee satisfaction.

<https://www.shrm.org/in/topics-tools/news/technology/digital-tools-help-combat-growing-worker-well-being-issues>

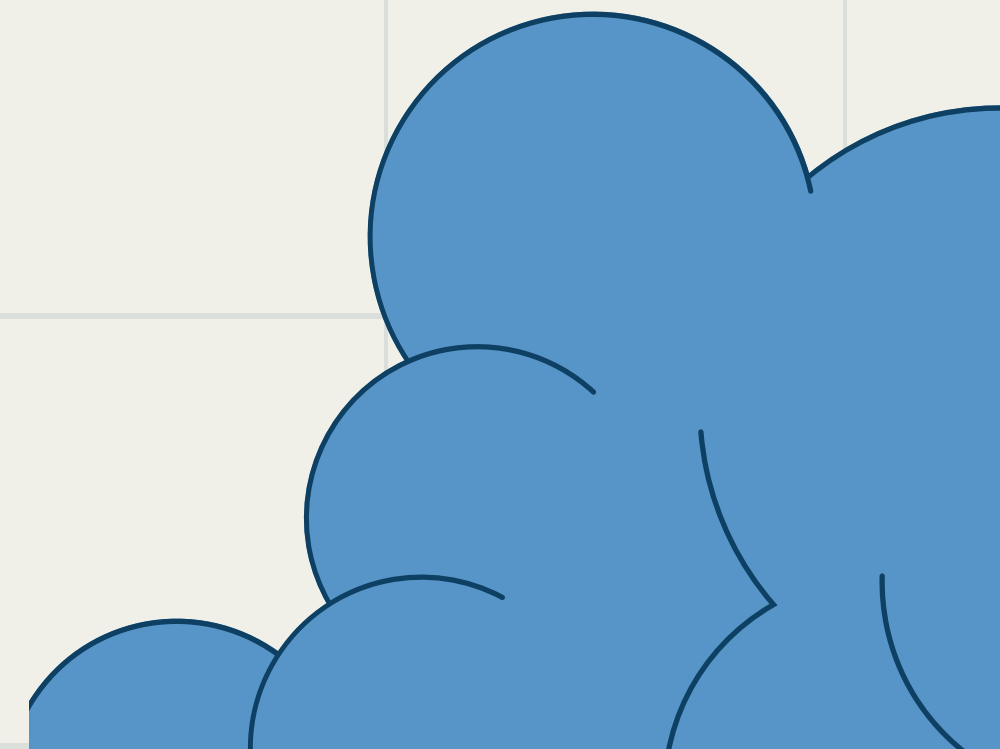
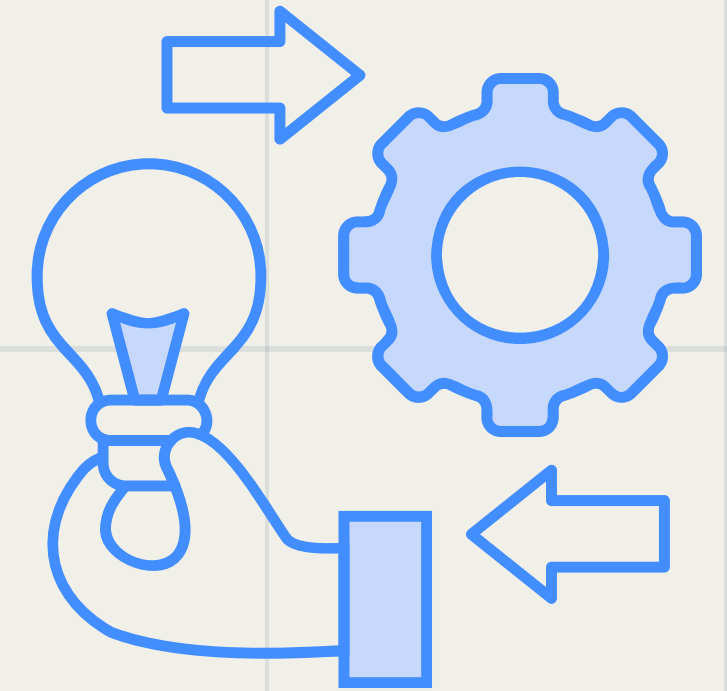
# IMPLEMENTATION

## Step 1: Pilot Testing

- Select a small group of employees across departments.
- Collect initial feedback on usability & engagement.
- Monitor how employees interact with X-Connect and rewards.

## Step 2: System Integration & Training

- Integrate the app with company tools (Jira, Slack, Asana).
- Provide training workshops for employees & managers.
- Develop guidelines on how to earn points and redeem rewards.



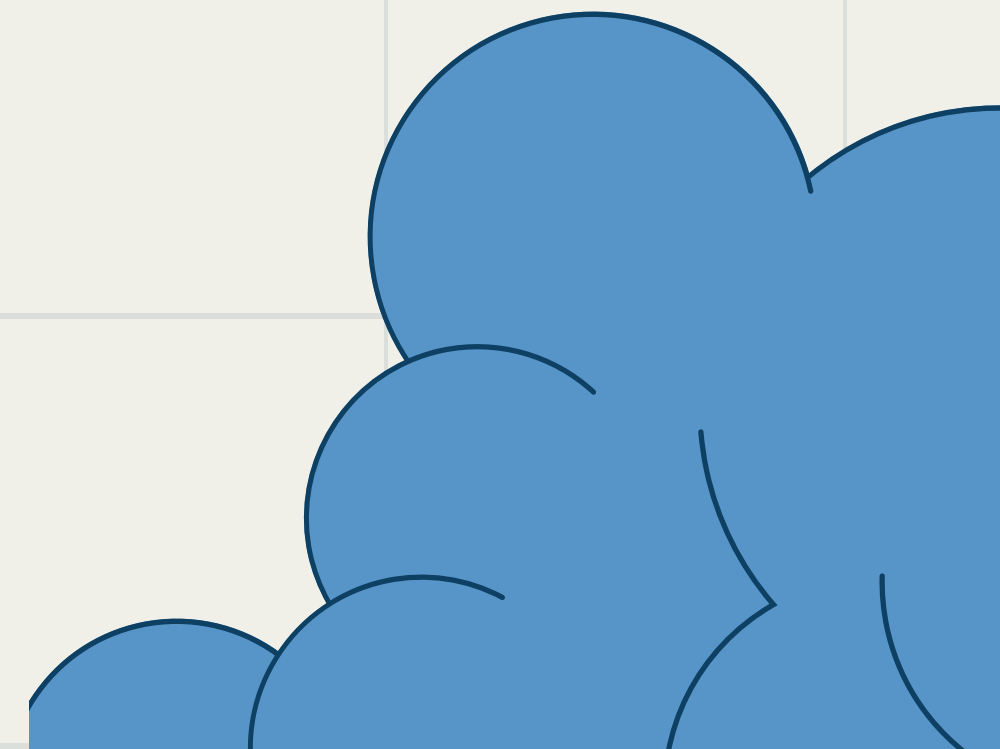
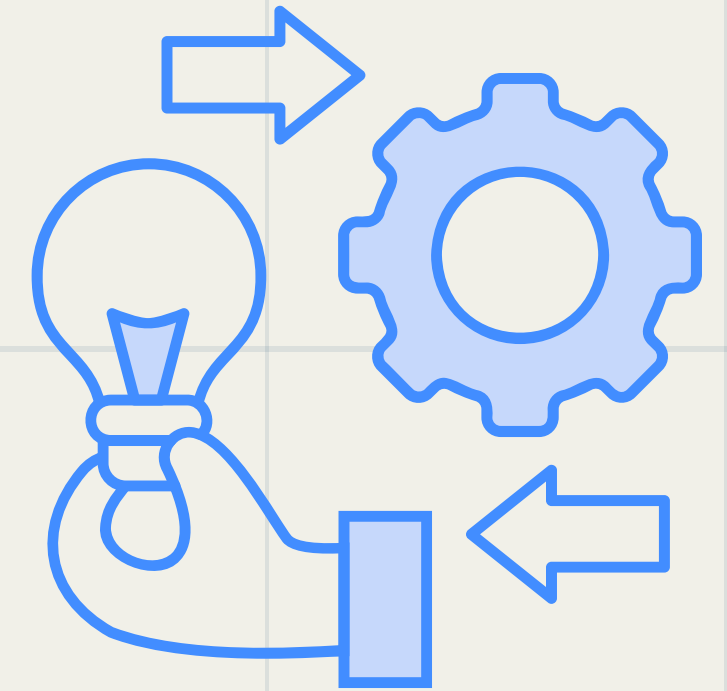
# IMPLEMENTATION

## Step 3: Company-Wide Rollout

- Gradually expand access to all employees.
- Introduce awareness campaigns & onboarding sessions.
- HR team to monitor engagement metrics & networking trends.

## Step 4: Continuous Feedback & Optimization

- Conduct surveys & focus groups for ongoing improvements.
- Use AI-driven insights to refine X-Connect recommendations.
- Adjust rewards structure based on employee preferences.



# OUTCOMES FOR X CONNECT

## 1. Improved Employee Well-Being & Satisfaction

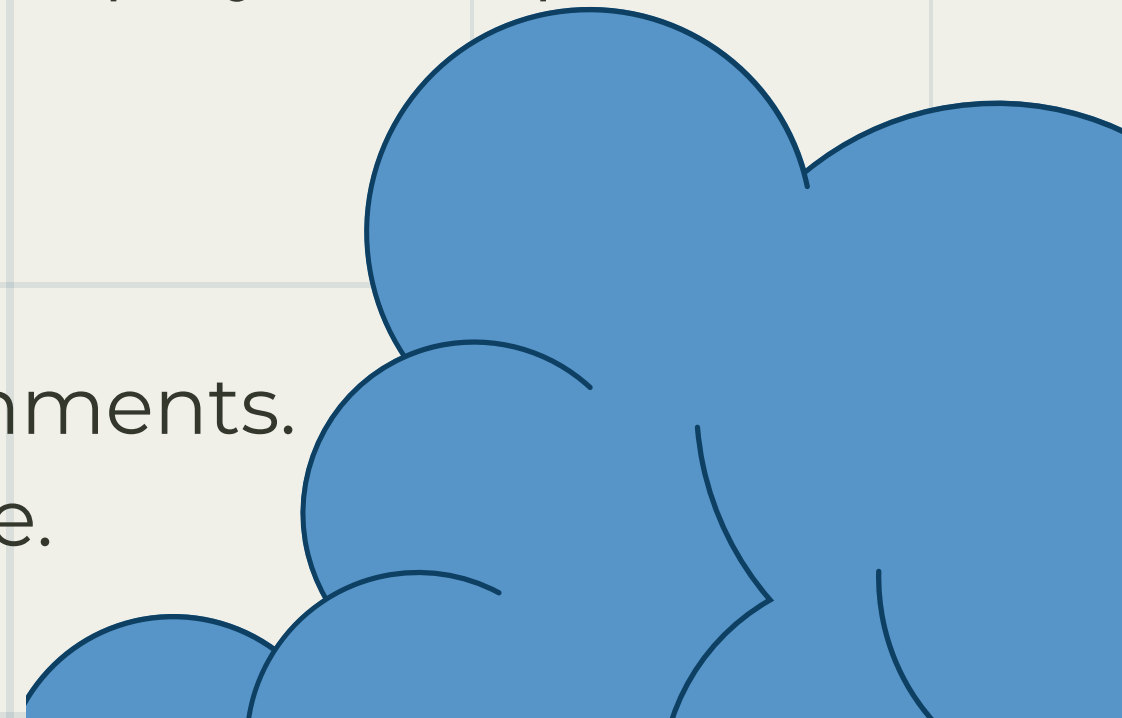
- X-Connect promotes a sense of belonging and psychological safety within the organization.
- Employees feel valued when they can build relationships and seek guidance from peers and mentors.

## 2. Retention & Career Growth

- Employees stay motivated when they see opportunities for networking, mentorship, and career progression.
- The platform facilitates professional development by linking employees to potential career advancement opportunities.

## 3. Stronger Workplace Culture

- Reduces isolation, especially in remote or hybrid work environments.
- Promotes a positive, inclusive, and engaging company culture.



#### **4. Enhanced Professional Networking**

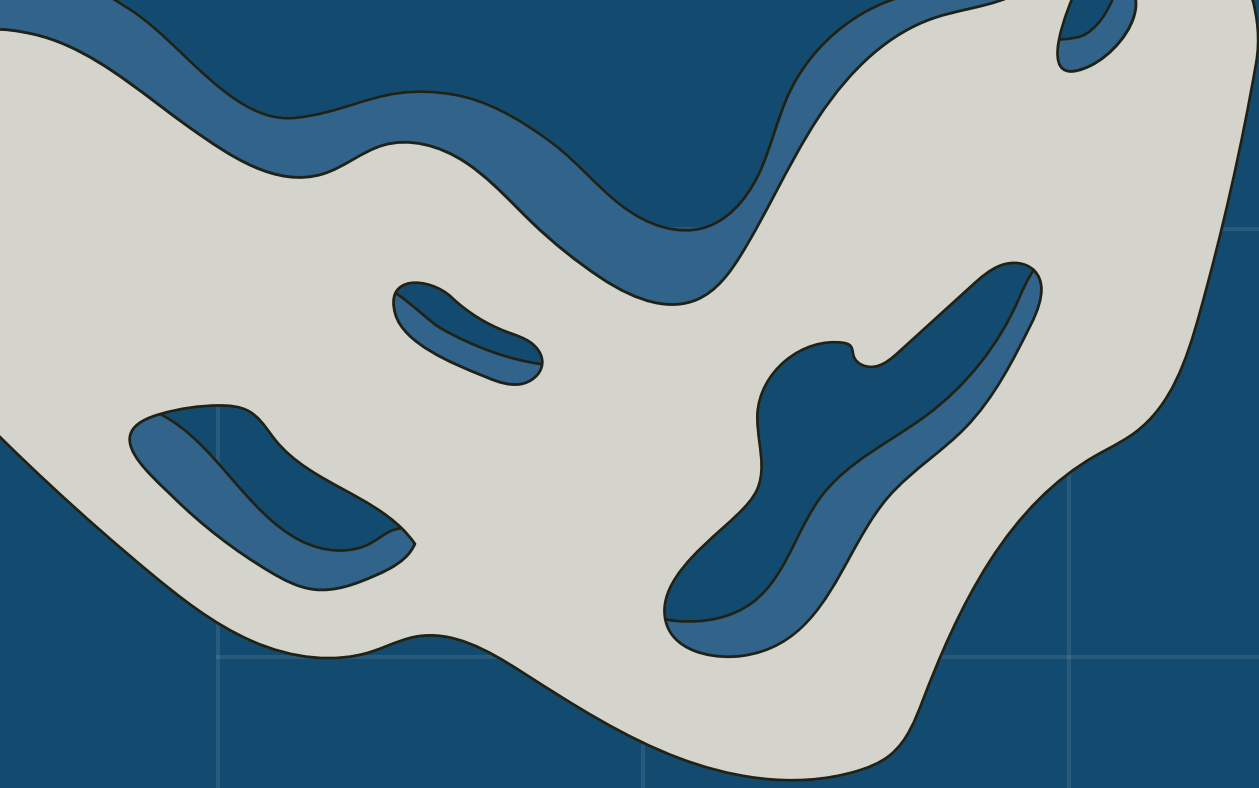
- Employees can connect with like-minded colleagues based on shared professional goals, skills, and expertise.
- Smart matching algorithms foster meaningful interactions that improve teamwork and mentorship.

#### **5. Increased Employee Engagement**

- Employees join interest-based groups (e.g., AI, remote work, fitness) to stay engaged beyond work tasks.
- Company-wide events, discussion forums, and virtual lounges provide platforms for idea-sharing and social interaction.

#### **6. Better Collaboration & Knowledge Sharing**

- Employees can form mentorship relationships, providing learning and career development opportunities.
- Encourages cross-departmental collaboration through brainstorming sessions and informal coffee chats.



***THANK YOU!***

