



## Civinc Manifesto

### From Differences to Connection

It's strange: we are more connected than ever, yet we increasingly feel disconnected. We retreat into our own bubbles, surrounded by people who look like us and think the same way we do. Differences are emphasized, encounters between people with differing views become rare, and discussions grow more charged. Social cohesion comes under pressure.

We see the same dynamics at work. Organizations are more diverse than ever, but we often remain in our own silos, focusing on differences—whether it's educational background, the 'generation gap,' cultural differences, gender, or personality types. Differences certainly exist: diverse employees have diverging ideas and needs. Topics like social safety, the course of the organization, Diversity & Inclusion, and workplace culture are experienced very differently. Remote and hybrid working, despite all its benefits, also contributes to a reduced sense of connection. Workplace cohesion comes under pressure, especially in a constantly changing work environment.

Every organization faces this challenge, and much is at stake. When employees do not feel connected to the organization, its mission, and their colleagues, it undermines job satisfaction and productivity. It also leads to higher turnover rates. To be successful in 2024, it is more important than ever for organizations to promote connection, stay in tune with the needs of diverse employee groups, and turn these differences into strengths.

Civinc creates connection from differences. The Civinc method leverages the power of conversations between employees with different perspectives on key organizational issues. These conversations take place in a safe setting, free from bias, peer pressure, or social desirability. The approach is accessible, inclusive, and scalable, ensuring that everyone can participate—not just the usual suspects. And in doing so, the method provides insights into what really drives participants, by distilling the true sentiment from conversations with the use of AI.

That's how we help organizations turn a diverse workforce into a valuable source of strength, and contribute to a society where people understand each other better.