

ARCHETYPE HR

AI Powered Employee Engagement Insights

**PILOT PROGRAM
2025-26**



OUR TEAM

JORI CHYKERDA

Co-Founder & CEO

- Human Resources Leader with 10+ years of experience.
- Expert in employee engagement, organizational culture, and leadership development.



GREG HUSSEY

Co-Founder & COO

- Entrepreneur - CEO of Impact HR since 2017.
- Human Resources Consultant with 15 years of experience.
- Expert in employee engagement, talent development, and organizational effectiveness.



Archetype HR is Built from Real HR Experience

PROBLEM WE SOLVE

We believe that organizations struggle with employee engagement because they **lack insights into the unique motivators of each employee.**

Most engagement tools or survey approaches tell you what is wrong as a whole. Very few help managers know what to do differently for each individual.

PURPOSE & VISION

PURPOSE

We help **organizations understand the motivators of their people**, converting data into better conversations, stronger teams, and higher performance.

VISION

To be the **leading partner in employee engagement** by making insights simple and actionable, so every organization can unlock its people's full potential.



VALUE PROPOSITION



Archetype HR is a tech-enabled platform that **solves employee engagement challenges.**

We boost employee engagement with efficient AI-powered insights, enabling customers to improve productivity, reduce turnover, and offer a better employee experience.

Our platform combines an assessment with artificial intelligence to make employee engagement initiatives more personalized and practical.

By providing real-time insights, we reduce the time and resources spent on traditional surveys, allowing customers to respond quickly to engagement challenges.

OUR BACKGROUND



What Our Experience Taught Us

Engagement is personal

- We've seen that two employees in the same role and same team can disengage for completely different reasons.

Data without direction doesn't change behaviour

- Traditional engagement surveys generate insights, but leave managers asking:

“Now what do I actually do with this?”

Managers want to do better

- Leaders are expected to motivate, coach, recognize, and manage conflict, but do not have an efficient way of understanding what motivates each individual.

Engagement strategies can be too broad

- Engagement strategies only work when they align with individual motivators.

With 25+ years of combined HR and consulting experience between the Founders, this platform was built by applying what we've seen work — and fail — in organizations.

OUR SOLUTION

ORGANIZATIONS NEED

Understanding of the drivers of employee motivation and engagement

Real-time data to support timely conversations

Engagement levels and dynamic insights for teams

Insight into organizational engagement data and drivers

Clear, step-by-step action plans to provide performance feedback, recognition, coaching, and handle difficult conversations

ARCHETYPE HR PROVIDES

A detailed survey for employee engagement insights

Immediate access to detailed reports, such as employee archetype, motivators, recommendations for engagement

Access to a team-wide dashboard of archetype profiles, team motivators, and friction points

Traditional companywide surveys with access to analytics, reporting, and engagement strategies

A chatbot that draws on a deep database of engagement strategies, feedback techniques, coaching styles, and communication preferences.

INDIVIDUAL MOTIVATORS



Employee engagement isn't driven by perks, policies, or compensation alone. It's driven by what motivates each individual. Through years of HR practice, we've seen that people engage, perform, and stay when their core motivators are understood and supported.

We identify these motivators and help leaders adapt how they lead, communicate, and recognize their people.

INDIVIDUAL MOTIVATORS

Stability	Autonomy	Growth Opportunities
Community Impact	Team Collaboration	Innovation
Problem Solving	Well-Being	Continuous Learning

OUR SURVEY

Survey Objectives

Our survey identifies unique employee archetypes, enabling managers to personalize engagement strategies that resonate with individuals.

Managers will have the tools and real-time guidance for coaching their people, providing feedback and recognition, motivating team members, and handling difficult conversations.

How it Works

- Focuses on what naturally motivates people
- Encourages honest, instinctive responses
- Explores motivation and engagement, desired coaching styles, how they like to receive feedback and recognition
- Includes a small number of open-ended questions to capture nuance and context
- Reports are not anonymous (as it helps the manager adapt for each person)
- Used to support better conversations and stronger working relationships

Reports are shared so managers can adjust how they lead and better support each employee. The survey is individual focused and an opportunity for employees to shape their own experience at work.

ARCHETYPE HR REPORTS

Dashboard

Archetypes

A visual summary highlighting the employee's strongest motivators and primary archetype.

Description

Archetype Summary

A clear explanation of how the employee is naturally motivated, engages at work, and contributes to their team.

Insights

Motivation / Engagement

Insight into what drives the employee's energy and practical ways to keep them engaged.

Structure

Ideal Roles and Work Environment

Guidance on the types of work, structure, and environments where the employee is most likely to thrive.

Support

Support & Development Preferences

Recommendations for growth opportunities, preferred coaching style, and how the employee likes to receive feedback and recognition.

Team Dynamics

Actionable Insights for Team and Manager

Practical advice for managers on how to work effectively with each individual and support healthy team dynamics.

ARCHETYPE HR PILOT PROGRAM

TODAY

What our pilot program looks like today

**Onboarding, Survey
Setup, and
Communications**

2-4 Hours
Over 1 Week

**Employees Complete a
Short Survey**

20-30 Minutes Each
Over 1 Week

**Data Analysis and
Report Development**

Archetype HR
Develops Reports Within
1 Week

Each Report is Reviewed for Quality

**Manager Receives
Report for Each Team
Member**

4-8 Hours
for Each Manager to
Review Reports Over
1-2 Weeks

**Communicating Survey
Results and Preparing
Materials**

4-8 Hours for Each
Manager to Meet With
Their Team Members
Over 2-4 Weeks

THE FUTURE

As the platform evolves, Archetype HR will bring survey input, AI analysis, and individualized insights together into a single, fully integrated system.



PILOT PROGRAM

OUR OBJECTIVE

We are launching this pilot to ensure the platform reflects real-world leadership challenges, not assumptions made in isolation. This phase allows us to refine insights, validate impact, and co-design a solution that supports organizations and managers.

WHY PARTICIPATE?

We're running this pilot to work directly with organizations and leaders to refine our insights, co-design the platform, and ensure we solve practical, day-to-day engagement challenges managers face. Participants receive immediate value through individualized insights, while helping shape a fully integrated platform.

EARLY ADOPTERS

- Early access to individualized engagement insights.
- Influence on product design and future functionality.
- Priority positioning as early adopters as the platform evolves.
- Opportunity for preferential pricing or future access as the product scales.

PRICING STRUCTURE

The Archetype HR Pilot uses a blended pricing model to balance predictable costs with optional support.

Onboarding & Setup	Archetype HR Reports	Consulting / Training
\$130 PER HOUR	\$99 PER REPORT	\$130 PER HOUR
Support for pilot setup, communications, and launch planning.	A fixed cost per participant covering AI-supported analysis, expert peer review, and a personalized Archetype HR engagement report.	One-on-one or group sessions to help managers interpret reports and apply insights effectively.

Per-report pricing reflects the individualized nature of the pilot. Each survey is analyzed using AI and the Archetype HR framework, then reviewed by our team for quality to ensure clear, practical insights.

NEXT STEPS

SERVICE AGREEMENT

- Confirm scope, pricing, and timelines to formally launch the pilot.

IDENTIFY PARTICIPANTS

- Select the teams or individuals who will participate in the pilot.

KICK OFF AND ONBOARDING

- Align on goals, timelines, and communications to ensure a smooth pilot launch.



THANK YOU