ARCHETYPE HR

Bridging the Manager Capability Gap

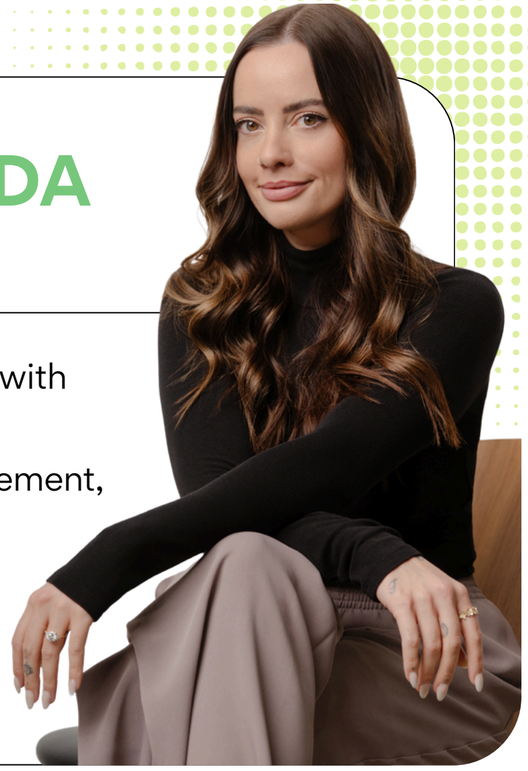
PILOT PROGRAM
2026-27

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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.

PROBLEM WE SOLVE

We believe organizations lose good people and leave performance on the table because managers do not have the insight or tools to act on individual drivers of motivation.

Many engagement tools or survey approaches tell you there is a problem...

We help uncover why

VALUE PROPOSITION

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Archetype HR is a software platform that **bridges the manager capability gap**.

Our platform pairs an individual assessment with AI to give each manager a clear playbook and real-time personalized guidance - so they know how to coach, motivate, and retain each person on their team.

We boost manager readiness and capability with AI-powered insights. More capable managers with a measurable payoff.

Designed for higher productivity, stronger engagement, and lower turnover

OUR BACKGROUND

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What Our Experience Taught Us

Engagement is personal

We've seen that two employees in the 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 do next?"

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 don't address each person's individual needs on a daily basis.

OUR SOLUTION

ORGANIZATIONS NEED

- Understand what motivates each person
- Know what to do with real-time data
- Support in the moment a real conversation happens
- Insight into team data and motivational drivers
- Clear, step-by-step action plans to provide performance feedback, recognition, coaching, and handle difficult conversations

ARCHETYPE HR PROVIDES

- An individual motivator assessment that gives every employee a personalized archetype profile
- Manager reports with specific recommendations for coaching, feedback, and recognition, person by person
- An AI tool with real-time, situation-specific guidance for feedback, recognition, and difficult conversations
- A team dashboard of archetype mix, shared motivators, and friction points
- On-demand analytics leadership can act on immediately, replacing the traditional annual survey

INDIVIDUAL MOTIVATORS

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Employee engagement and productivity 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**

ASSESSMENT

Objectives

We identify unique employee archetypes, enabling managers to personalize 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
- 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 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 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.

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.

WHAT YOU GET

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As part of the Archetype HR Pilot Program, you'll be able to access:

- Onboarding and communications support
- Employee assessment and Archetype profile
- Manager reports
- Review of results with participating managers
- Access to the platform during the pilot
- Opportunity to provide structured feedback that informs product development

What we'll measure along the way:

- Do managers better understand individual team members?
- Are the reports practical and actionable?
- Does the insight improve the quality of coaching/feedback conversations?
- Would managers continue using this as part of their day-to-day role?

ARCHETYPE HR PILOT PROGRAM

TODAY

What our pilot program looks like today

Onboarding, Survey Setup, and Communications	Employees Complete Assessment	Data Analysis and Report Development	Manager Receives Report for Each Team Member	Communicating Results and Preparing Materials
2-4 Hours	15-20 Minutes Each	Archetype HR Develops Reports Same Day Each Report is Reviewed for Quality	30 Minutes for Each Report	4-8 Hours for Each Manager to Meet With Their Team Members

THE FUTURE

As the platform evolves, Archetype HR will bring more AI analysis and team/organizational insights together into a single, fully integrated system.

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SOFTWARE PRICING

Core model is subscription based pricing + Add-ons. Based on platform access plus onboarding, implementation, training, or consulting support.

Core Platform Access

$5
PER EMPLOYEE / MO

Core platform access includes the assessment, Archetype profile, manager report, and platform access.

AI Chatbot Add-On

$1.50
PER EMPLOYEE / MO

Gives managers and employees two-way AI coaching capabilities.

Access deeper insights and customized reports.

Consulting / Training

$150
PER HOUR

Onboarding, setup, training sessions, and education along with expert consulting to help implement strategies based on insights.

Custom Integrations and API Access

CUSTOM QUOTE

Custom integrations with other HR systems or API's for integration into software and existing workflows.

We recommend a three-month pilot period.

NEXT STEPS

SERVICE AGREEMENT

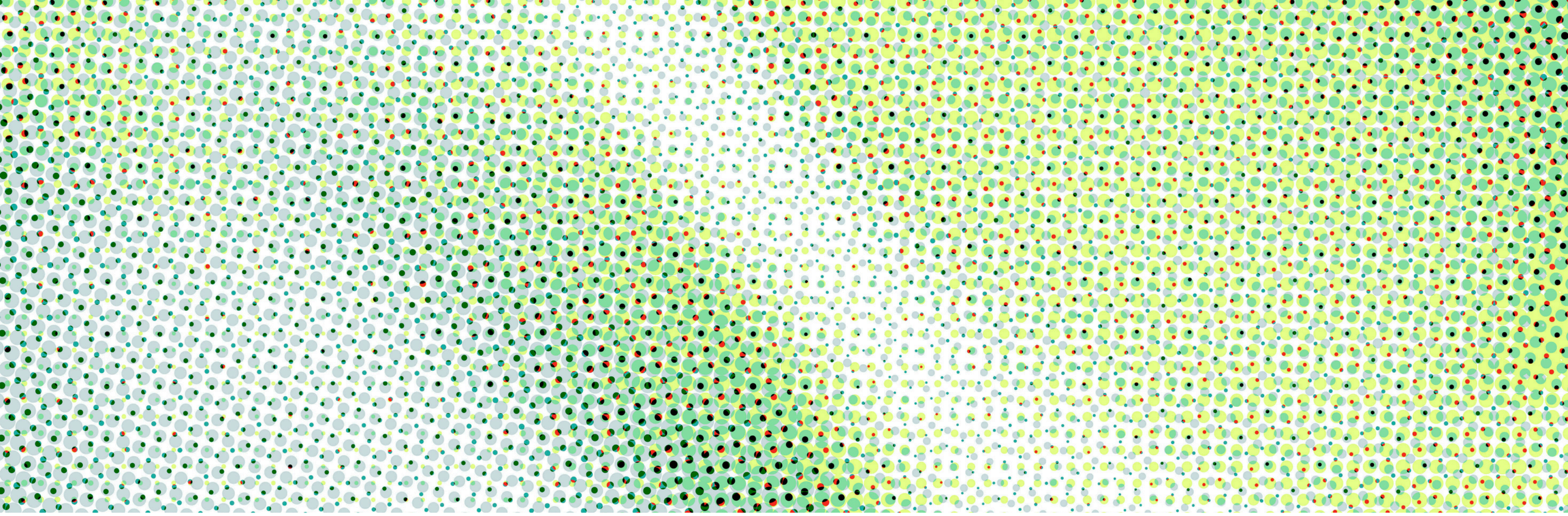
- Confirm scope, pricing, and timelines to formally launch the pilot.

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.



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THANK YOU