



**For Immediate Release**

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## **Invoke Solutions and EMERGE International Partner to Deliver Next Generation Cultural Health Solution to Clients**

*New CHI LIVE solution integrates a validated cultural assessment tool with a real-time researching platform*

WALTHAM, MA & CAVE CREEK, AZ – March 15, 2006 – Invoke Solutions, a leading innovator of real-time, interactive research technologies, and EMERGE International, a consultancy firm specializing in organizational assessments and cultural transformation, have partnered to deliver a new assessment tool to businesses nationwide for measuring the health of their organization's culture. The product, called CHI LIVE, leverages Invoke's real-time researching platform and EMERGE International's proven Cultural Health Indicator™ (CHI) methodology to deliver actionable insights about an organization's cultural health.

The CHI, measures seven dimensions of organizational culture and evaluates key issues related to employee engagement, satisfaction and motivation levels. Used by leading organizations such as Yahoo!, The Solae Company, Excelsa Health and First National Bank. The CHI methodology allows senior management to quickly assess their organizational culture, formulate action plans and implement changes needed to support their strategic goals.

"Employees are the heart of every organization. Creating a culture that attracts, motivates and retains the right people is a challenge that many companies face in today's competitive market," said Lizz Pellet, CEO of EMERGE International. "By bringing together the CHI methodology and Invoke's technology we can now present our findings within days, instead of weeks, allowing organizations to make immediate changes to improve, enhance, or in the case of M&A - combine their cultures."

The partnership with Invoke Solutions allows EMERGE International to take their proven CHI methodology to the next level. Using Invoke's breakthrough researching platform, employees are engaged anonymously in live feedback sessions where they provide in-depth quantitative and qualitative responses in a fun and interactive environment. Because it is live, management teams can also participate in the session by watching results as they unfold and inserting additional questions in real time if unforeseen topics and/or issues arise. This anonymous interaction between employees, management and an experienced CHI LIVE moderator ensures that the data collection process is maximized.

The results of a CHI LIVE study are available immediately in a comprehensive report that is both descriptive and prescriptive. The final report provides detailed interpretation and suggestions for “raising the bar”. This is the only comprehensive report with recommendations available in the industry.

“Our strategic partnership brings together EMERGE International’s extensive expertise in organizational culture and Invoke’s innovative research platform,” said Ben Cesare, President, Invoke Solutions. “With the combination of live feedback sessions and the CHI methodology, we can help our clients assess and improve their cultural health by delivering immediate actionable insights.”

Unlike traditional employee surveys, where answers often lack depth and little flexibility once the questions are deployed, the Invoke platform delivers rich qualitative data and provides users with the freedom to add additional questions on the fly. Traditional methods can take months to execute but a CHI LIVE study can be conducted in as little as one week.

For more information about CHI LIVE, please visit [www.invoke.com/CHILIVE](http://www.invoke.com/CHILIVE).

### **About Invoke Solutions**

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. This insight allows Invoke clients to make fast, confident decisions to reduce risk, drive innovation, and gain a competitive advantage.

Unlike traditional, costly, and decades old research methodologies, Invoke offers live Internet sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Already used by many Global 2000 companies and Invoke partners for marketing, new product, employee, and voter insight, Invoke is rapidly becoming the standard platform for organizations that need to make confident, continuous, and fact-based decisions fast. For more information about Invoke Solutions, visit [www.invoke.com](http://www.invoke.com).

### **About EMERGE International**

EMERGE International, founded in 1996 is a management consulting firm dedicated to assisting leaders in assessing, diagnosing and transforming their organization’s culture. Utilizing a validated and reliable Internet based cultural assessment tool called the Cultural Health Indicator™ EMERGE helps clients define their cultures, transform their cultures when it makes sense, manage cultural integrations due to mergers and acquisitions, develop practical solutions, design logical action plans and assist with specific internal change initiatives.

Their systemic approach for evaluating organizational culture and providing long-term solutions positions EMERGE International as the leader in the cultural assessment and organizational change process.

For more information about EMERGE International, visit [www.emergeinternational.com](http://www.emergeinternational.com).