



The mood barometer for your company

Analyse the mood at work and manage the productivity of your employees

Capture the emotional balance of your company

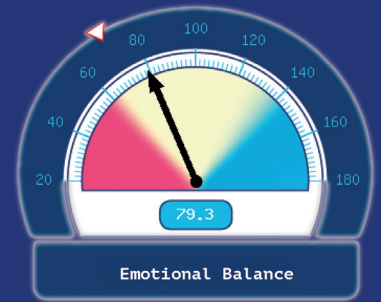
You know your financial balance sheets, which are used to evaluate success. Financial ratios form only a limited image of the company's **value and performance**.

Environmental balance and sustainability are further perspectives for success.

Employee satisfaction and attractiveness for newcomers become more and more important every day in terms of profit.

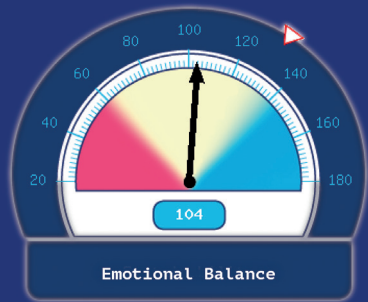
The **emotional balance** is a complex structure of all emotionally driven factors. It determines the company's value from the perspective of the employees. Motivational research and extensive consulting experience form the scientific basis for the analysis tool **Cost for Emotion C4E**. We examine correlations between emotion, appreciation and performance.

The C4E results form the basis



Bad mood is the cause for lack of productivity.

s for precisely targeted measures



*Improved emotional balance
increases the value of the company.*

Capture with C4E

- Appreciation
 - Working time efficiency
 - Quality of the work
 - Identification
 - Team intelligence
 - Leadership
 - Sustainability
 - Employee participation
- in more than 50 separately considered topics

Calculate with C4E

- Potential of the company
 - Existing stresses
 - Potentials for employee utilization
 - Untapped skills
- as a basis for efficient change action

Application questions of C4E

- How are productivity costs influenced by a recommendation factor of 3 %?
- How much is productivity increased by free meals for employees?
- How much profit can we generate by a company kindergarden free of charge?
- How is the company's value increased with a top ranking by the new hires?
- How does a tense atmosphere influence the scrap rate in automotive production?
- How is the case cost affected by depressed mood in call centers?

More Information: www.cost4emotion.de



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C4E is a scientific development of Pelzer & AP Corporate Consultants (est. 1988).

The complex algorithms of the analysis tool are based on years of research and consultancy work.

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