Kindness – the key to unlocking productivity through Reward & Recognition in the Age of AI

UNLOCK THE MAGIC OF KINDNESS

Kindyu is the new peer to peer reward and recognition mobile first app for all employees that helps you embed an inclusive and equitable culture of kindness which drive performance and productivity across your organisation.

WHAT WE DO?

Discover KindYu—where cutting-edge AI meets the human touch to drive social belonging and holistic well-being. Our revolutionary app is not just a tool; it's a transformation!

Join the kindness revolution and experience up to a £12,000 p.a. productivity boost per team member!

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Kindness and - Unlocking Productivity and Performance in the Age of AI

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We are witnessing remarkable advances in AI and digitisation which have revolutionised our lives and the workplace. In the race to harness the power of AI, the power of human connections has taken a backseat. The very qualities that define our shared experiences—kindness and caring—have been overshadowed by the efficiency and speed of automation. It's time to reintroduce these essential human elements back into the equation. In this article we consider how making kindness fun can help people who long for more Social Belonging to not just survive but thrive in the workplace.

The Connectivity Paradox

Technology has connected us in ways unimaginable even a few decades ago. Social media links us to millions of followers, jobs and insights, Video Conferencing brings us face-to-face with people across every continent and GenAI instantly generates plausible essays, plans, code or advice by tapping into terabytes of online human knowledge. However, we are starting to see real evidence of harm caused by these digital interactions - Researchers from the University of Toronto published a paper in March 2024 showing that using X (formerly Twitter) has only negative impacts on well-being.

Why it that we feel more disconnected from each other when we are more connected than ever? Why are we now facing a mental health crisis and an epidemic of loneliness?

AI and Maslow's Hierarchy of Needs

Maslow's hierarchy of needs is a psychological theory of motivation which sets out the five categories of human needs that dictate an individual's behaviour, ranging from basic physiological requirements such as food and shelter to higher-order needs like self-esteem and self-actualization, representing a framework to understand human motivation and development. Let's examine together how the Age of AI and Digitisation have impacted our most fundamental human needs.

AI and Physiological & Safety Needs – the good news

AI and digitisation have transformed how we meet many of our Physiological Needs and Safety Needs through scaling and automation – just think about food delivery, online grocery and clothing shopping, all of which we can now access from the comfort of our homes. Additionally, the Internet-of-Things (IoT) makes it easy to maintain comfortable spaces at home and at work to suit our needs for security, temperature and lighting remotely.
So far so good!

Maslow's Hierarchy of Needs

AI and Social Belonging Needs – the bad news

Now let's look at the central layer in the hierarchy, Social Belonging Needs, which are critical for people to achieve Esteem and Self-Actualisation.

As humans we crave genuine meaningful human connections and relationships. In the Pre-AI and Digitisation era, our Social Belonging Needs were met in authentic ways, including showing kindness, being supportive and appreciative of others, making friendships, contributing to teams, building a sense of community, participating in social groups and spending time with family. However, AI and digitisation has applied scaling and automation to social belonging in an artificial way which has resulted in people consuming an unrelenting diet of 24/7 transactional digital interactions.

Social Junk Food?

Platforms like LinkedIn streamline professional networking and job searches. However, social media fosters instant gratification and a pursuit of validation through 'likes' that keeps users coming back but never satisfied. Our digital interactions have become the equivalent of the empty calories in junk food.

The pandemic shift to virtual and hybrid working has made it easier than ever to have meetings with anyone, anywhere, anytime. However, interactions have become more de-personalised. We've lost some of the social, caring and empathy skills we once had.

The result has been an erosion in Social Belonging, with people feeling increasingly burnt-out and socially unfulfilled which in turn can reduce our ability to establish these important social bonds with colleagues.

A global Deloitte survey in Mar 2023 showed 66% of employees felt their well-being worsened or stayed the same last year, despite companies investing in employee well-being.

Longing for Belonging

Employees crave meaningful and authentic connections at work. A lack of Social Belonging in the workplace is one of the top 3 reasons employees leave their jobs, as per a survey published in McKinsey Quarterly, Sep 2021.

To unlock productivity, a key enabler is holistic health - covering physical, mental, social and spiritual health. The UK's level of good holistic health currently sits at just 44%, and social good health is a lowly 33%.

The prize for unlocking holistic well-being is huge. A McKinsey Health Institute's 2023 survey showed the UK economic value of improved employee well-being is worth £130-370bn per annum - that's up to £12,000 in increased productivity per employee p.a.

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Making Kindness in the Workplace Fun

At Elfkare, we leverage AI for Good - in a way that helps bring humanity back into our interactions at work.

Introducing KindYu - helping employees share kindness in a mobile-first reward and recognition app. Think of KindYu as an activity tracker for kindness to help with our social health goals, just like we use a step counter as an activity tracker for our physical health goals.

KindYu helps employees be intentional about kindness so they can restore their sense of belonging and community.

Harnessing Kindness for Business Impact

Embed your culture of kindness and values across the organisation in your employees' daily interactions by gamifying kindness.
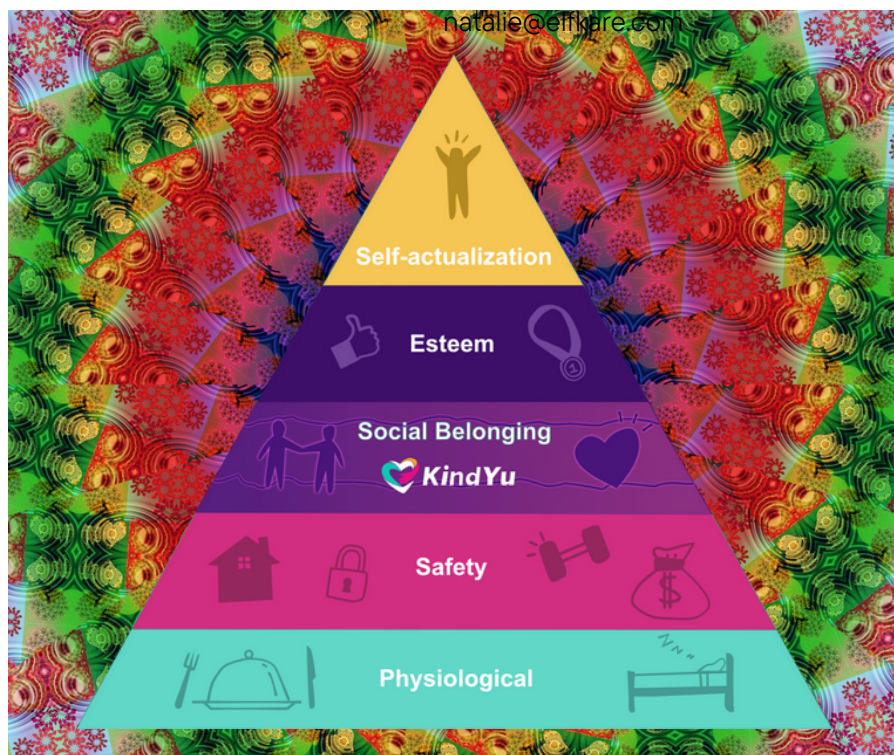
Drive well-being transformation, productivity and performance with a kindness revolution!

Make kindness fun for everyone, helping your employees feel they belong and are more valued, one small act of kindness at a time - KindYu!

To find out more, please contact:

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Here's how KindYu works:

1) KindYu - Earn points by sending and receiving KindYus each day to and from colleagues. You can also send IOUs to colleagues for a coffee, lunch or a surprise treat!

2) KindFeed – Post your KindYus and Inspirations in the KindFeed to share how colleagues were helpful, kind or inspirational - no humblebraggers allowed!

3) KindMe – Your Activity Tracker for Kindness shows Kindnesses sent, Kindnesses received, and HowAmI metrics over time which measures your kindness, happiness and belonging.

4) Learn about Kindness - earn points by reading short articles about the science of kindness and tips on how to show empathy and kindness to others

5) KindOrg – view organisation wide data-driven insights on kindness, happiness and belonging (the "B" in DEIB) and map to trends in employee engagement, retention, productivity and performance. Now you can measure how Kindness Pays and use these metrics in your ESG reporting.

Self-actualization

Esteem

Social Belonging
KindYu

Safety

Physiological