NOT A FEELING, NOT A SLIDE.
THIS IS THE REPORT A CHRO NEEDS WHEN ASKED "DID IT WORK?"

AURELIA DYNAMICS

Impact Report · Day-90 Checkpoint

Their leaders changed, and the people around them noticed.

A 90-day evidence report on how leadership behavior shifted: benchmarked, measured twice, confirmed by observers, and traced to business value.

86 leaders · Enterprise software · Day 90 of 12 months on the NEQXOS system

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42%
OF LEADERS WITH A BLIND SPOT CLOSED IT IN 90 DAYS

74%
LOGGED LEADERSHIP MOMENTS IN 8+ OF THE FIRST 13 WEEKS

3.9/5
CHANGE CONFIRMED BY AN OBSERVER, NOT THE LEADER



AT A GLANCE

Did it work? What changed in 90 days, who saw it, and what it's worth.

Board goal: 30% of revenue from new products within 3 years → Culture of innovation · 5 capabilities → 86 leaders on NEQXOS

42%

Blind spots closed

13 of the 31 leaders who saw themselves very differently from how others saw them closed that gap.

+16 pts

Biggest change others saw

Regulate Under Pressure (staying composed): 58 → 74 as Accountability Partners rated it. The wider 360 points the same way: Self-Regulation 73 → 81.

+6 pts

Biggest shift in the organization

Psychological safety, 62 → 68, as the leaders rate Aurelia. Innovation velocity followed: +5.

1.6×

Projected year-one return

$203K estimated value on a $129K investment, to be confirmed at month 12. At 400 leaders, the same model returns 2.0×.

12 MONTHS ON THE NEQXOS SYSTEM



Day 0
Baseline

Day 90
This report

Month 6
Re-assessment

Month 12
Year-one report

WHY THIS MATTERS MORE THAN A SATISFACTION SCORE

Learning is only valuable if it transfers to real work. Application is only valuable if it produces a performance change someone else can see. Performance change is only valuable if it connects to a business outcome. Every instrument in this report exists to prove one link in that chain, not to describe how the experience felt.

THE RESULT OF MULTIPLE OBSERVERS

Every domain score on page 3 has a self-rating and a 360 rating, from raters chosen by the leader and always including their direct supervisor, often peers, direct reports or customers, at entry and again at day 90.

EVIDENCE, NOT INTENT

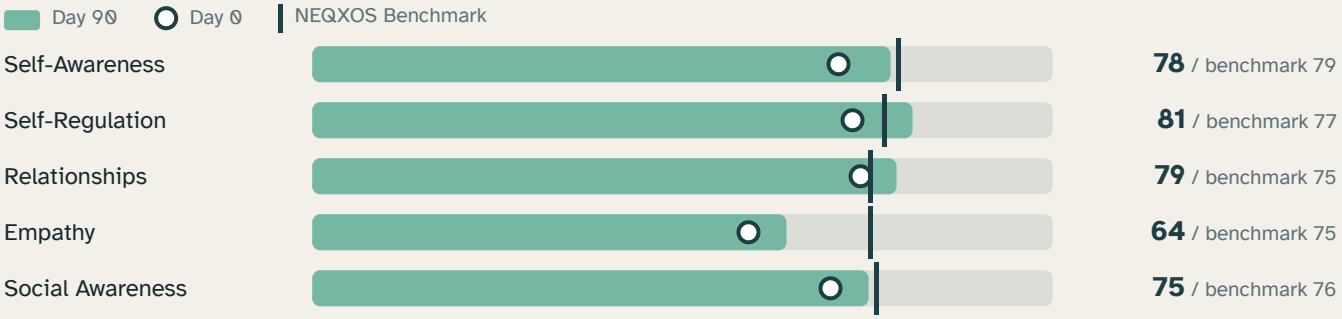
612 real leadership moments were logged in 90 days: specific, high-stakes situations where a leader applied a capability under real conditions, not a reflection exercise. Page 5 shows where that evidence concentrated.

LAYER 1 · EQ ASSESSMENT

Where Aurelia's leaders stand today. Self and 360-rated (supervisor always included), scored 0–100 against the NEQXOS Benchmark.

EQ DOMAIN SCORES

How Aurelia Dynamics' leaders compare, domain by domain.



READ THIS TOGETHER WITH PAGE 4

Empathy is the one domain clearly below the benchmark at day 90 (64 vs. 75); the other four are above it or within a point. It's not a coincidence that Build Trust & Psychological Safety, the closest behavioral capability to it, is also the cohort's one blind spot still open at day 90. Two different instruments, same finding.

Department breakdown

DEPARTMENT	HEADCOUNT	EQ COMPOSITE	TOP DOMAIN	WATCH DOMAIN
Engineering	28	**70**	Relationships	Empathy
Product	14	**77**	Self-Regulation	Empathy
Customer Success	18	**82**	Empathy	Self-Regulation
Go-to-Market	16	**74**	Social Awareness	Empathy
Operations	10	**79**	Self-Awareness	Empathy

Culture strength map

Percentile rank vs. the NEQXOS Benchmark. Empathy is the gap in four of five departments; clay marks where to intervene first.

	SELF-AWARENESS	SELF-REGULATION	RELATION-SHIPS	EMPATHY	SOCIAL AWARENESS
Engineering	58	66	74	18	55
Product	64	78	68	35	58
Customer Success	71	65	76	78	74
Go-to-Market	55	68	63	33	77
Operations	76	62	58	38	68

Intervene — Reinforce

STRONGEST EMPATHY CELL · CUSTOMER SUCCESS · 78TH PCT.

The only department above the benchmark on Empathy. Its manager habits for building trust and reading people are the ones to document and spread.

HIGHEST-LEVERAGE CELL · ENGINEERING × EMPATHY · 18TH PCT.

Two measurement systems agree: the lowest cell on the map, Engineering's watch domain, and it maps to Build Trust & Psychological Safety, the cohort's one blind spot still open on page 4.

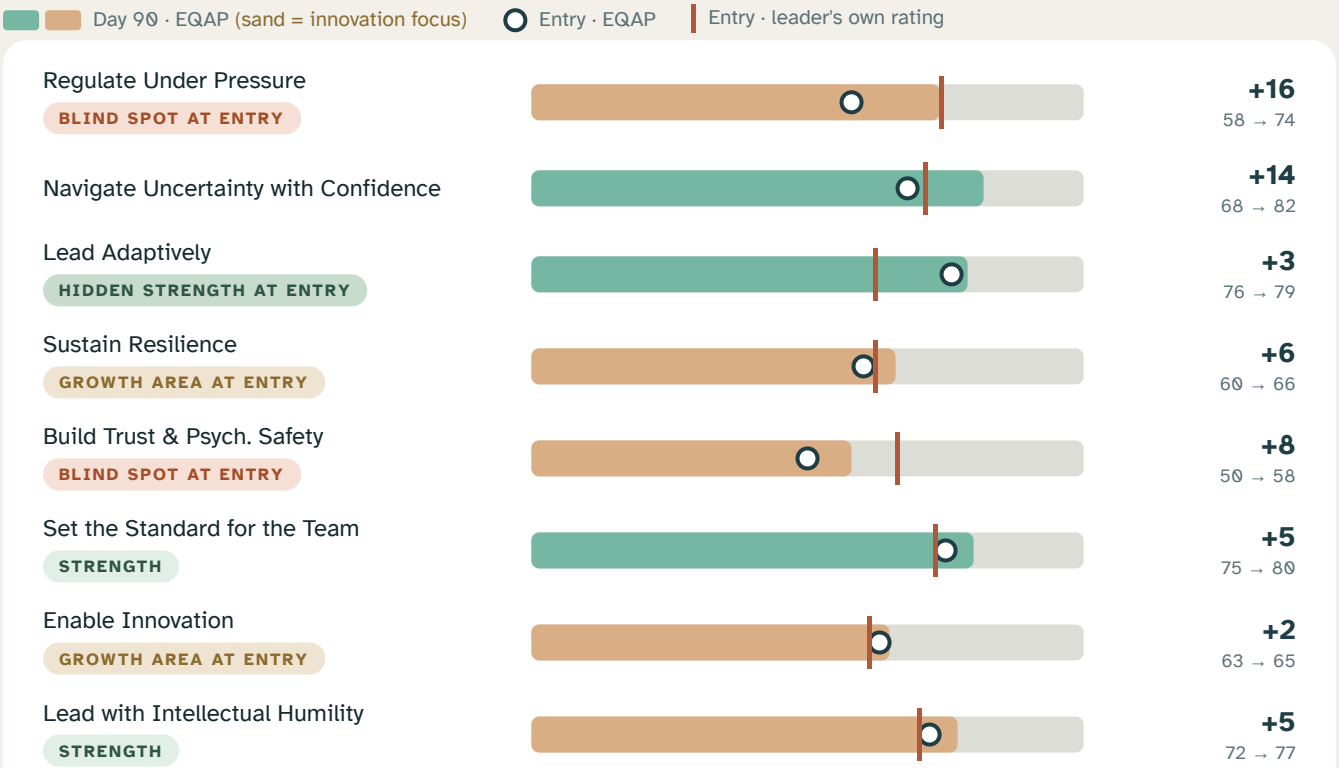
LAYER 2 · BEHAVIORAL

Not what leaders learned, what they did differently: rated at entry and again at day 90 by the one observer each leader chose: someone who knows the business goals and priorities and supports the leader along the journey.

90-DAY CAPABILITY MOVEMENT

Where the leaders stood, and how far they moved.

Shown: the Accountability Partner's rating at entry and day 90, against each leader's own entry rating (81 of 86 complete). At day 90, Partners also rated how much change they saw: 3.9 out of 5 on average. Partners never see the self or 360 results, which stay anonymized unless the leader chooses to share them.



WHY ENABLE INNOVATION READS AS A GROWTH AREA, NOT A HIDDEN STRENGTH

Enable Innovation and Build Trust & Psychological Safety are linked: real experimentation depends on psychological safety. With Build Trust a blind spot for this cohort, self-ratings and EQAP ratings agree Enable Innovation needs work too. We let related capabilities corroborate each other rather than reporting them as contradictory signals.

Department breakdown · behavioral capability composite

DEPARTMENT	HEADCOUNT	ENTRY	DAY 90	TOP CAPABILITY	WATCH CAPABILITY
Engineering	28	61	**69**	Set the Standard	Build Trust
Product	14	66	**74**	Lead Adaptively	Navigate Uncertainty
Customer Success	18	69	**77**	Build Trust	Sustain Resilience
Go-to-Market	16	65	**72**	Intellectual Humility	Regulate Under Pressure
Operations	10	68	**73**	Set the Standard	Sustain Resilience

LAYER 2 · MOMENTS THAT MATTER

Where the evidence lives: real situations leaders logged and tied to a capability, such as a decision under pressure, a conflict or a pivot.

WHERE THE EVIDENCE LIVES

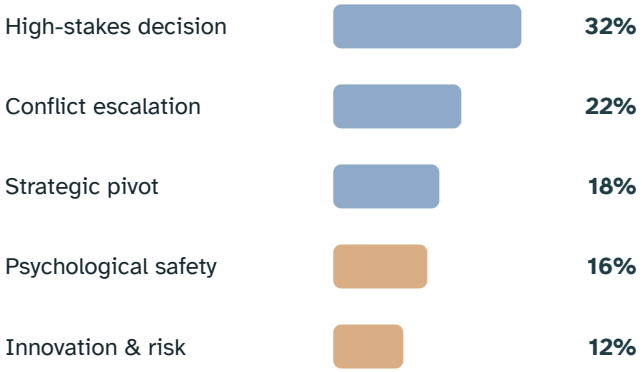
612 real leadership moments. Innovation moments tripled.

612
moments logged by 86 leaders

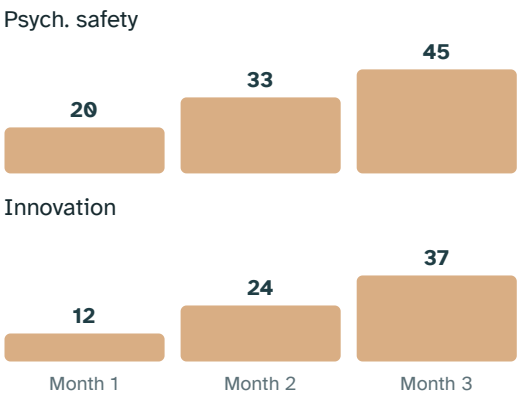
7.1
moments per leader

74%
logged in 8+ of the first 13 weeks

WHERE THEY HAPPENED



THE FEWEST, BUT GROWING FASTEST



WHAT A LOGGED MOMENT LOOKS LIKE · ILLUSTRATIVE EXAMPLE

"A junior engineer said our release date wasn't realistic. My first reaction was to defend the plan. I paused, asked her to walk us through the risks, and we moved the date by a week."

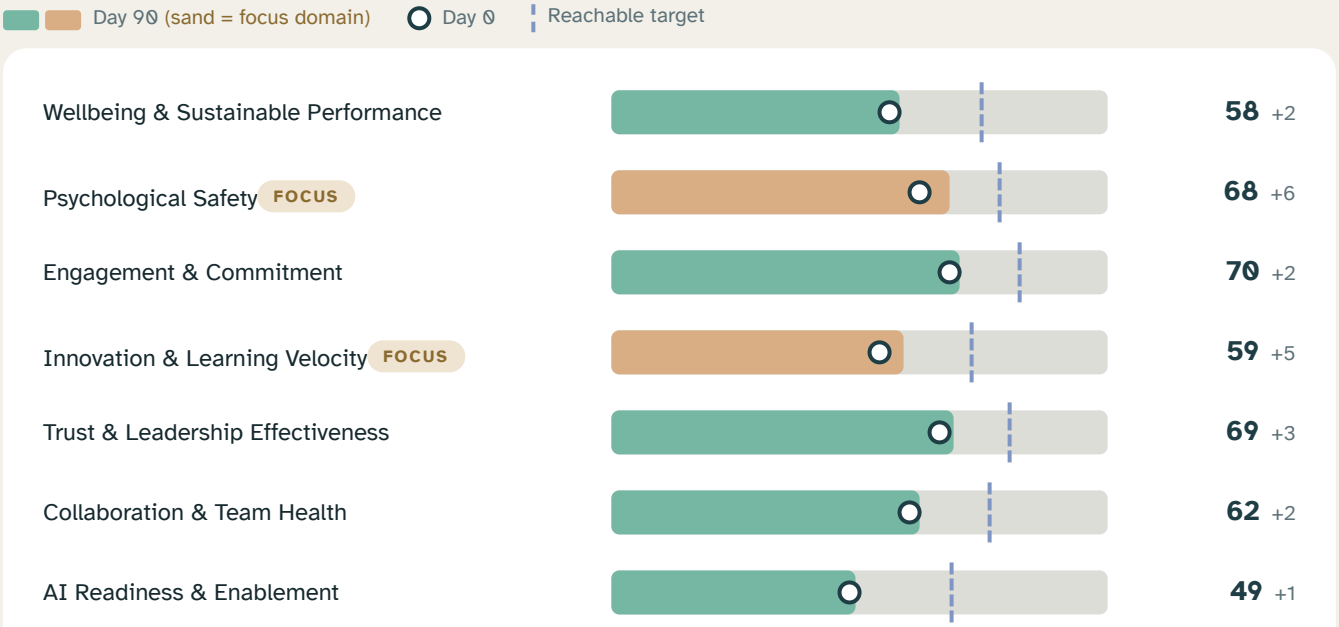
Tagged: Build Trust & Psychological Safety. Moments stay private to the leader who logged them; the organization only sees counts and categories.

LAYER 3 · ORGANIZATIONAL PERFORMANCE

Change at scale: each leader rates the organization on 7 domains, with questions written for Aurelia. The KPIs in Aurelia's own systems are the outside check.

CHANGE AT SCALE

The culture moved most where the strategy needed it.



Reachable target = where Aurelia starts, how the strongest organizations score, and the average gain organizations see after coaching.

Psychological Safety **62 → 68**

KPIs TRACKED IN AURELIA'S SYSTEMS

- → % who feel safe raising concerns
- → % comfortable admitting mistakes
- → Upward feedback participation

Innovation & Learning Velocity **54 → 59**

KPIs TRACKED IN AURELIA'S SYSTEMS

- → % of revenue from new products
- → Experiments per team per quarter
- → Time from idea to launch

The two focus domains moved most (+6, +5); the other five barely moved (+1 to +3). **Customizable:** the 7 domains are fixed, the questions and KPIs are your own.

BUSINESS RATIONALE

From behavior to business: the numbers traced to evidence, not projected from a benchmark. Where 90 days of data don't support a claim, we don't make one.

FROM BEHAVIOR TO BUSINESS

What leaders did differently, and why it matters.

LEADERSHIP MOMENT	SHARE OF EVIDENCE	PERFORMANCE OUTCOME OBSERVED	BUSINESS RATIONALE
High-Stakes Decision Regulate Under Pressure · Navigate Uncertainty	**32%** 196 moments	The two largest observer-confirmed gains of all eight capabilities: +16 pts (58 → 74) and +14 pts (68 → 82)	Fewer reactive calls that need to be reversed later
Conflict Escalation Set the Standard · Intellectual Humility	**22%** 135 moments	Observer-confirmed gains on both tagged capabilities: +5 pts each (75 → 80, 72 → 77)	Conflicts surface and resolve before they cost relational capital
Psych. Safety Breakdown Build Trust & Psych. Safety	**16%** 98 moments	Rating 50 → 58: real gain, still the lowest of the eight. Concentrated in Engineering, lowest on Empathy (page 3)	Problems surface while still cheap to fix, not later as attrition or delivery failures
Innovation & Risk Enable Innovation	**12%** 73 moments	Smallest share but growing fastest (12 → 37 a month). Enable Innovation 63 → 65: still a growth area	Read at month 12 against the board's new-product revenue goal

Illustrative financial translation

Built from Aurelia's own inputs, not a vendor-wide average. Deliberately narrow: only the two outcomes this cohort's measured data supports, each with its formula.

INPUT	VALUE	SOURCE · FORMULA
Leaders in scope	**86**	This cohort
Average leader compensation, fully loaded	**$96,000**	Aurelia · HR
Baseline leader attrition	**16.5%**	Aurelia · HR, trailing 12 months
Attrition reduction	**1.5 pts**	Sustain Resilience, observer-confirmed +6 pts (page 4) × 25%, a cautious translation
Retention protection	**$93,000**	86 × 1.5% × $96K × 75% replacement cost
Leaders who logged a high-stakes decision	**46**	Moments That Matter, this cohort (196 moments)
High-stakes decisions per leader a year	**2**	Aurelia · finance estimate
Cost of a reversed strategic decision	**$8,000**	Aurelia · finance estimate
Fewer reversed decisions	**15%**	Average observer-confirmed gain on Regulate Under Pressure and Navigate Uncertainty (+16, +14), read 1:1 on the 100-pt scale
Decision-quality value	**$110,000**	46 leaders × 2 decisions a year × 15% × $8K
Total calculated value, year one	**$203,000**	Sum of the two lines above
Investment	**$128,914**	86 × $1,499 · EQ Deploy

WHY THE NUMBER IS SMALLER THAN MOST VENDORS WOULD SHOW YOU

This cohort is on track for **1.6× in year one** from behavior change we can trace, before any credit for team retention, promotion from within or reduced escalation cost. A number you can defend in front of your CFO.

BUSINESS IMPACT

What the evidence is worth: the two outcomes from page 7, in this cohort and at full scale, plus what isn't counted yet. Projected from day-90 evidence, to be confirmed at month 12.

WHAT IT'S WORTH

On track for 1.6× in year one. 2.0× at full scale, and that's the floor.

86 LEADERS · PROJECTED, YEAR ONE

1.6×

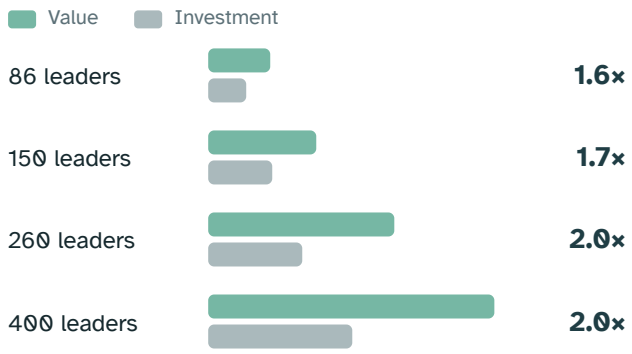
$203K value on a $129K investment

ALL PEOPLE MANAGERS · 400 LEADERS

2.0×

$945K value on a $480K investment

VALUE VS. INVESTMENT, BY SCALE



WHAT'S COUNTED

Retention protection · $93K
Fewer leaders leave: 1.5 pts lower attrition × salary × replacement cost

Decision quality · $110K
Fewer high-stakes decisions reversed: 15% × Aurelia's cost per reversal

Pays back with about 2 fewer leader departures, out of ~14 expected. Inputs and formulas on page 7.

THREE WAYS TO READ THE SAME COHORT · 86 LEADERS

COUNTED

1.6×

What this report credits. 1.3× even if the effect is 20% lower.

EXPECTED

4.0×

Adds their teams: ~7 fewer departures among the 688 people these leaders manage, and leaders replaced at full salary.

UPSIDE

Not credited

Promoting from within · coaching spend replaced · culture at scale · innovation revenue. Read at month 12.

Managers drive about 70% of the difference in team engagement (Gallup). Assumes 8 direct reports per leader, $80K average pay, 1 point lower attrition and replacement at 50% of pay. Credited only once Aurelia's own retention data confirms it.

DEPLOYMENT RECOMMENDATION

Where the evidence says to go next.

Sequenced by where this report's own evidence points: Engineering's Empathy and trust gap first, because two measurement systems agree that's where the leverage is.

NOW

Close the gap

Engineering's 28 leaders

EQ Deploy · 86 leaders

- Targeted coaching on Build Trust & Psych. Safety
- Psychological safety moments prioritized
- Customer Success shares its manager habits

MONTHS 4–6

Expand the rollout

Next wave of leaders

EQ Expand · 150 leaders

- Org health dashboard re-run with the new wave
- New cohort doubles as a comparison group
- Mid-point behavioral evidence check-in

MONTHS 7–12

Embed company-wide

Durability, not a one-time lift

EQ Embed · 250+ leaders

- Re-assessment at months 6 and 12 against this baseline
- Innovation read against the board's metric
- Year-one impact report for the board

One-time investment. No subscriptions.

Price per person decreases as the rollout scales.

Founding Pilot	EQ Deploy	EQ Expand	EQ Embed
$799 / person	$1,499 / person	$1,399 / person	$1,199 / person
20–30 participants	31–99 participants	100–249 participants	250+ participants

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