



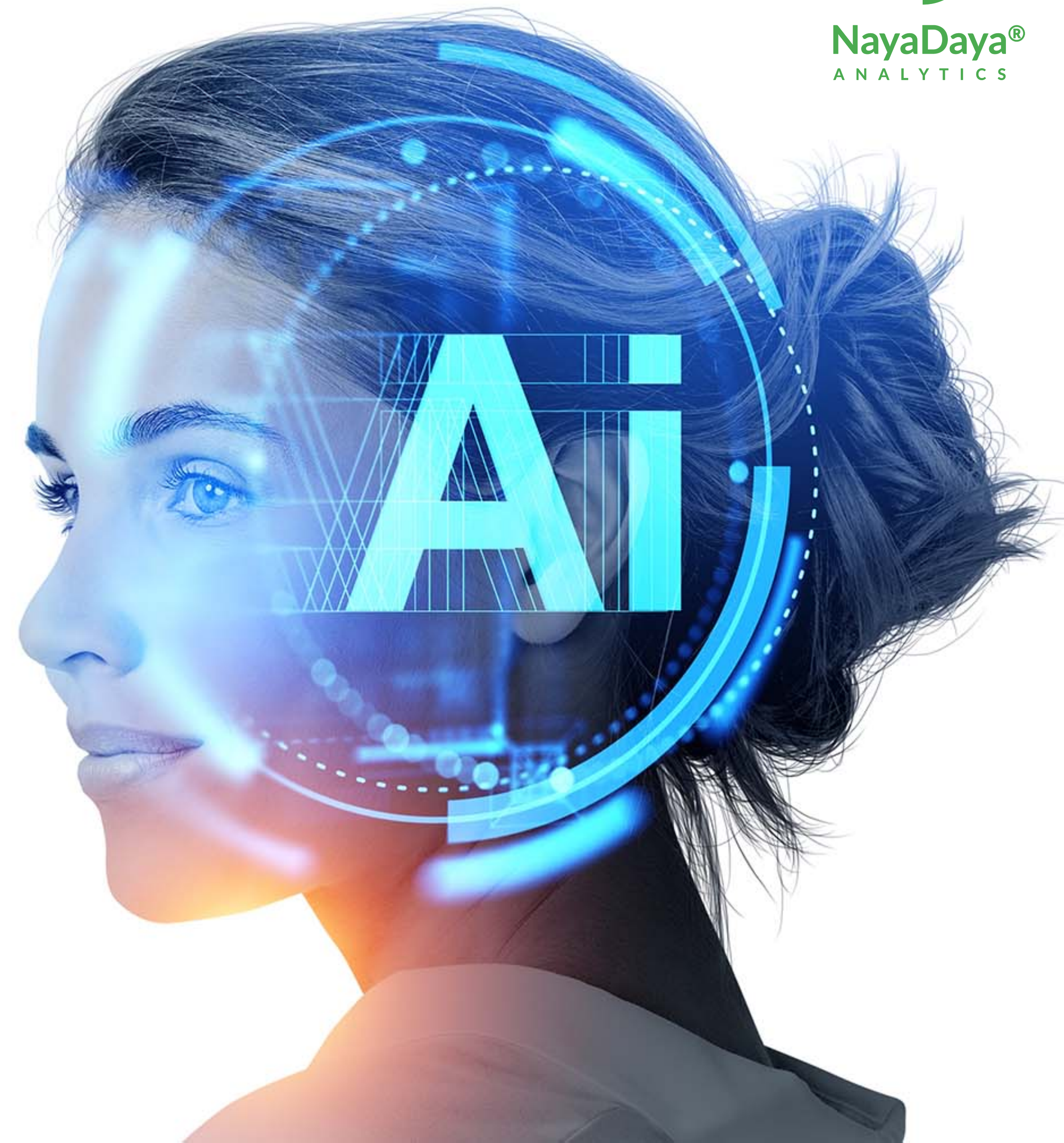
Game-Changing People Risk Analytics™ for Mergers & Acquisitions



NayaDaya®
ANALYTICS

Wonders of Science, Technology, AI, and Empathy

*With Only Three Questions
to Employees, You Can
Identify People-Related Risks and
Receive Specific Action Recommendations to
Prevent Failures in Post-
Merger Integrations.*



“Integration is the most challenging part of acquiring a business and several studies show that people and culture issues are the most common reasons of failing integrations.

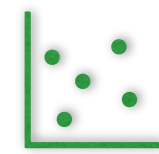
In the end, integration success is always about people, their engagement and commitment to change.”

Deloitte

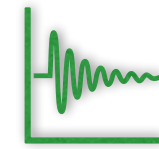
“People risk analytics complements our wide range of M&A integration advisory services and is an excellent tool for change management.”

Tapio Koivumäki
Partner, Operational M&A,
Advisory Leader, Deloitte

Mergers & acquisitions are significant investments whose successes and failures depend on people.



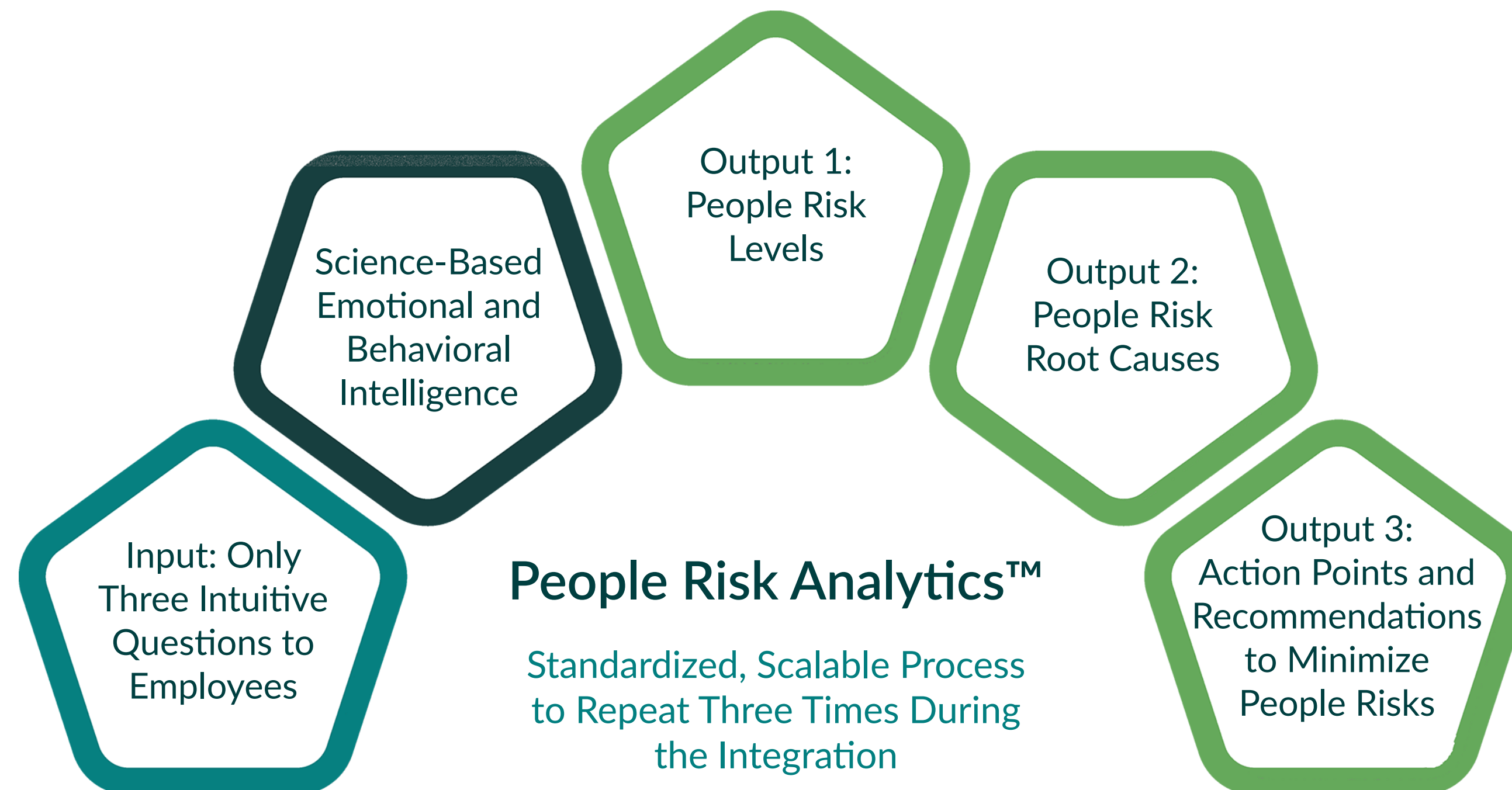
Like no survey or metrics before, NayaDaya® People Risk Analytics™ reveals risk levels and root causes for **employee turnover**, **productivity collapse**, and **people-related M&A failures**.



The science-based emotional and behavioral intelligence^[1] creates a deep, **long-term insight** into the people risks with **the smallest effort you can imagine**.



The intuitive results **point out actions** to minimize the people risks and execute **successful post-merger integrations**.



“Thanks to the people risk analytics, we know where to focus our efforts, to engage people and make our mergers and acquisitions successful.”

Kimmo Martikainen
Senior Vice President, M&A,
Rantalainen Group

[1] The emotional and behavioral intelligence is developed and owned by NayaDaya Analytics Inc. and based on the research conducted by the University of Geneva, Switzerland.

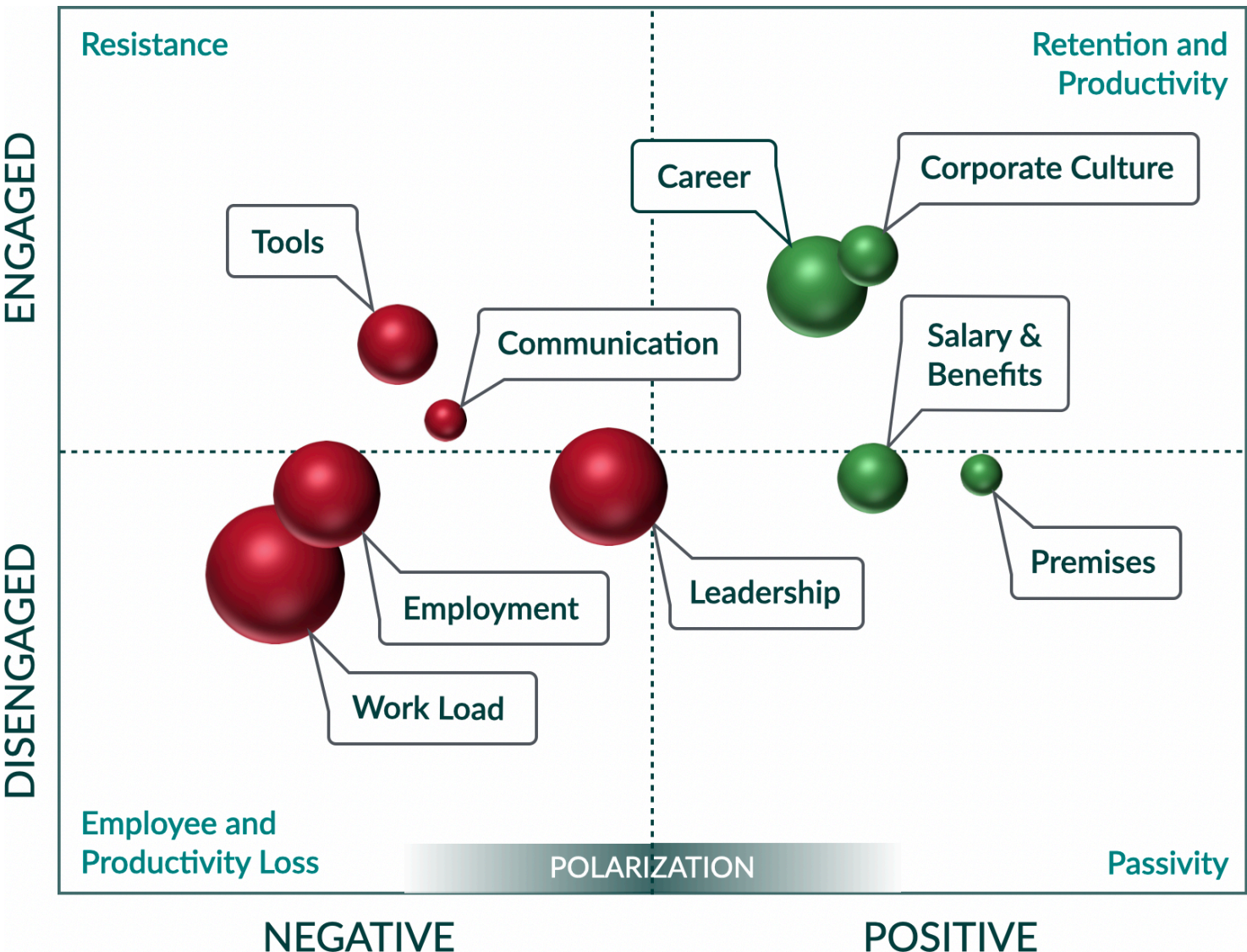
People Risk Analytics™ – Insights and Actions to Manage People Risks



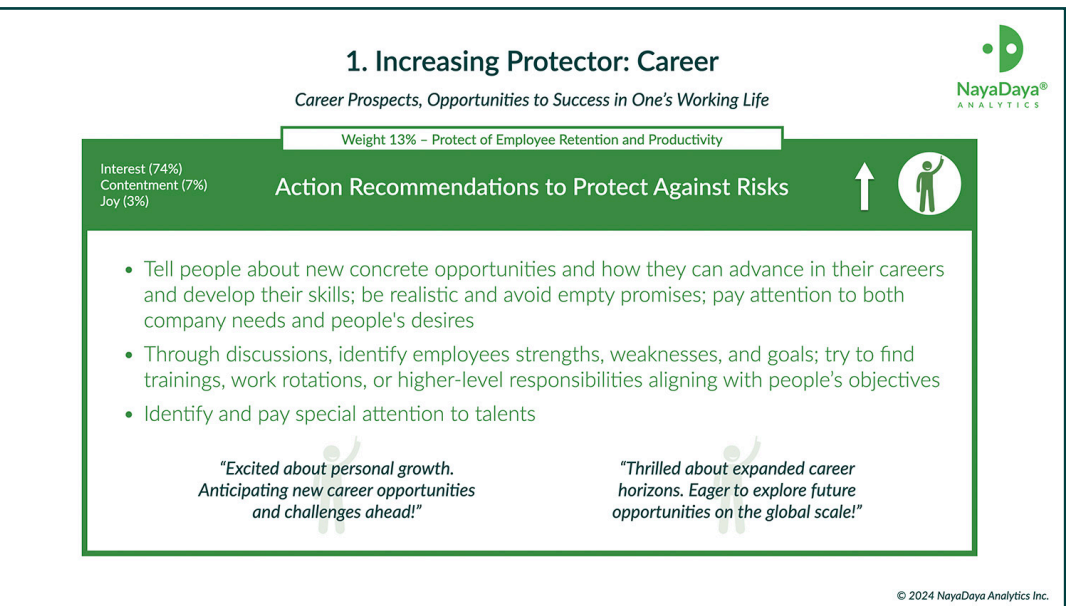
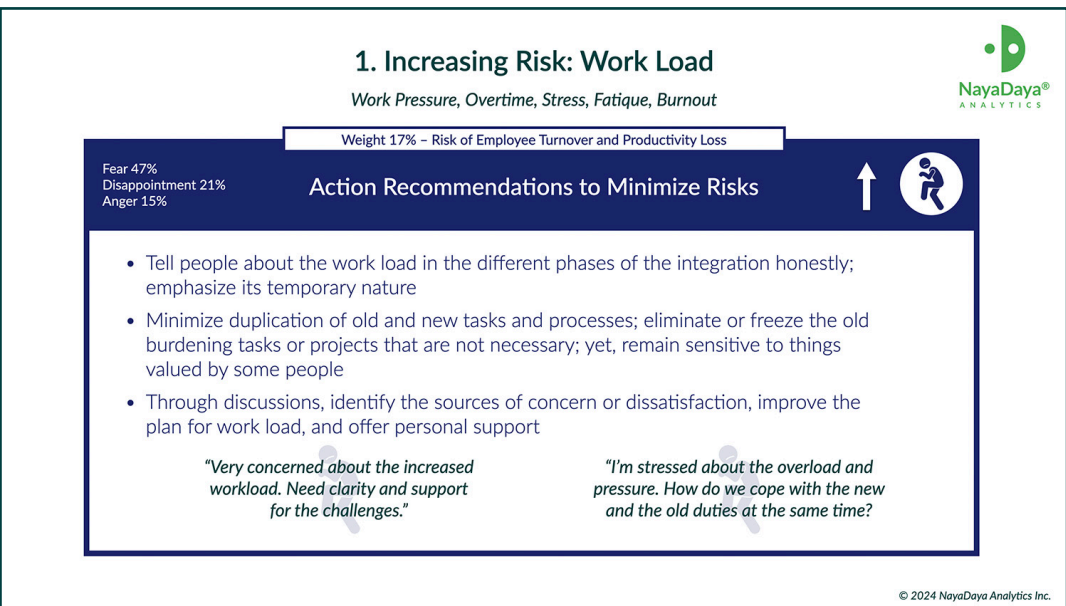
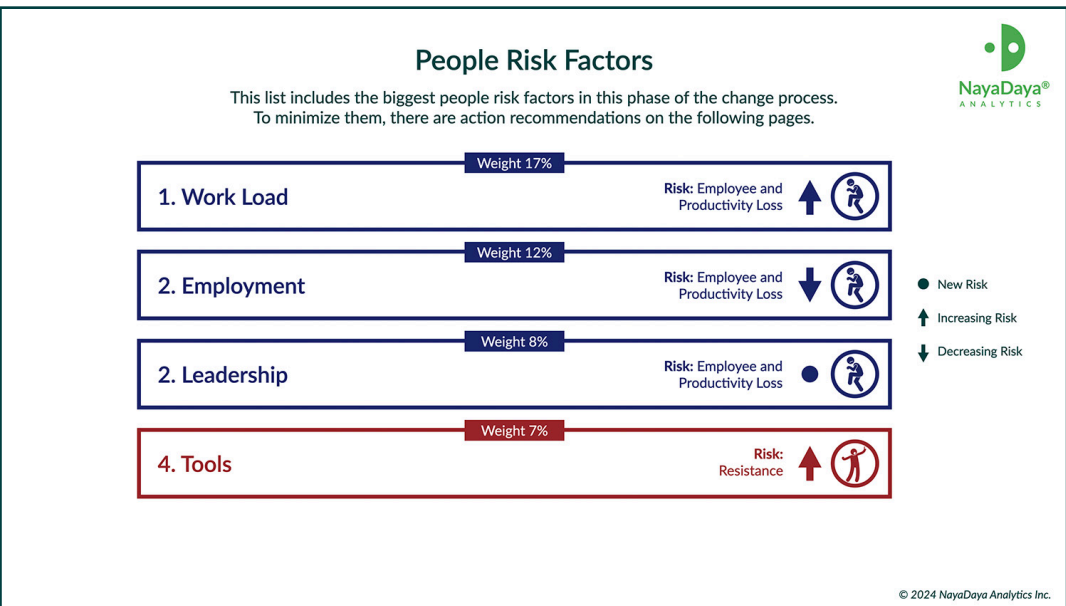
Output 1: People Risk Levels



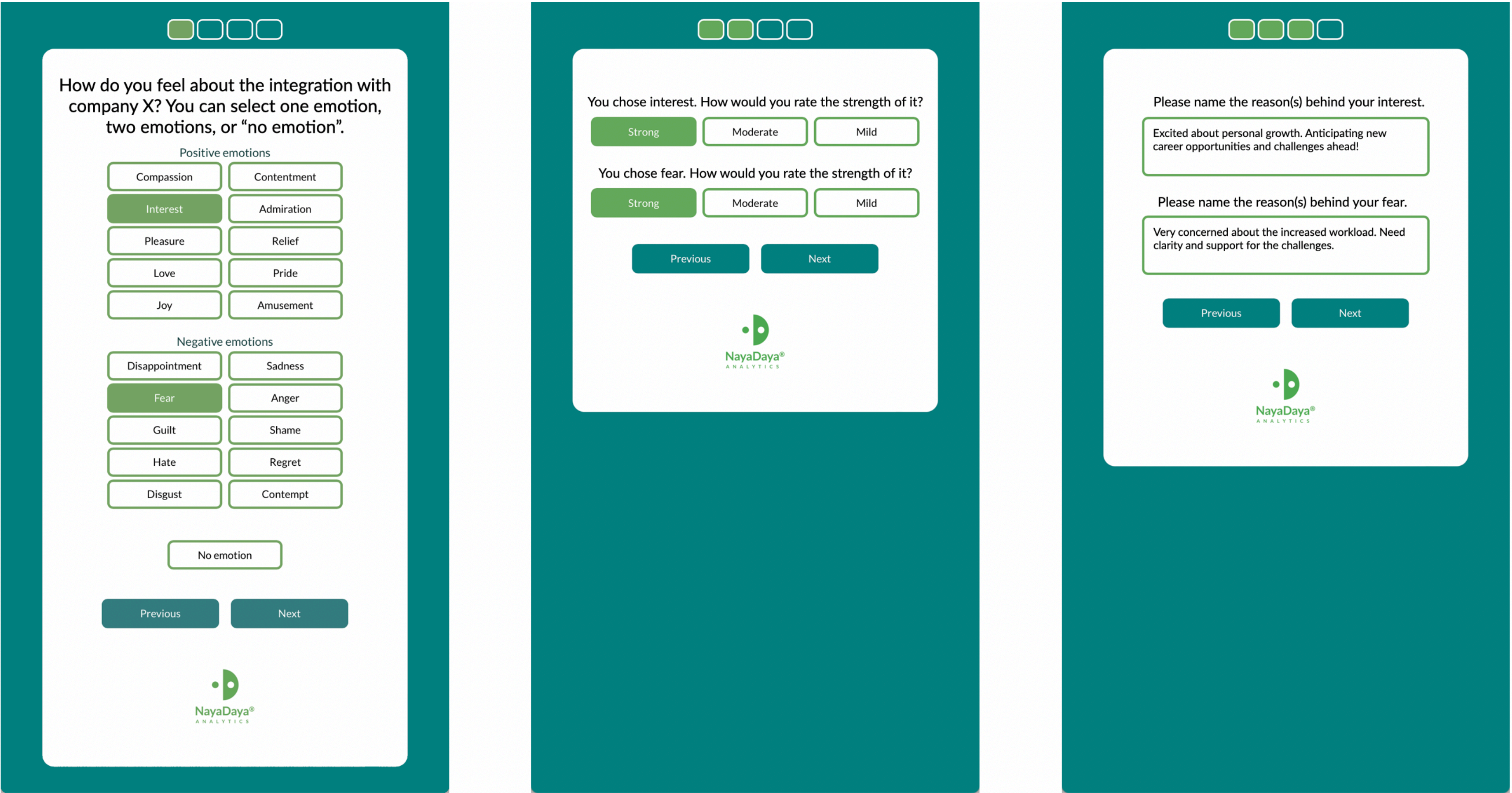
Output 2: People Risk Root Causes



Output 3: Action Points and Recommendations



Scalable Process With the Smallest Effort and the Highest Impact



How do you feel about the integration with company X? You can select one emotion, two emotions, or "no emotion".

Positive emotions

Compassion	Contentment
Interest	Admiration
Pleasure	Relief
Love	Pride
Joy	Amusement

Negative emotions

Disappointment	Sadness
Fear	Anger
Guilt	Shame
Hate	Regret
Disgust	Contempt

No emotion

Previous Next

You chose interest. How would you rate the strength of it?

Strong Moderate Mild

You chose fear. How would you rate the strength of it?

Strong Moderate Mild

Previous Next

Please name the reason(s) behind your interest.

Excited about personal growth. Anticipating new career opportunities and challenges ahead!

Please name the reason(s) behind your fear.

Very concerned about the increased workload. Need clarity and support for the challenges.

Previous Next

- Responding does not burden people
- Ready survey in multiple languages
- Browser-based online tool; no software to install or administrate
- Anonymous, no personal data is being collected or processed
- Scalable from ten employees to thousands of people
- Effective and sustainable way to lead integrations
- Unlike the traditional surveys, the scientific method is able to understand the reality behind engagement and disengagement, and to predict the people risks related to behavior

Based on the research conducted by the University of Geneva, Switzerland.

The M&A concept is developed in collaboration with Deloitte.

Anonymous, no personal data



NayaDaya®
ANALYTICS

More Information – Ask for a Trial Offer

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