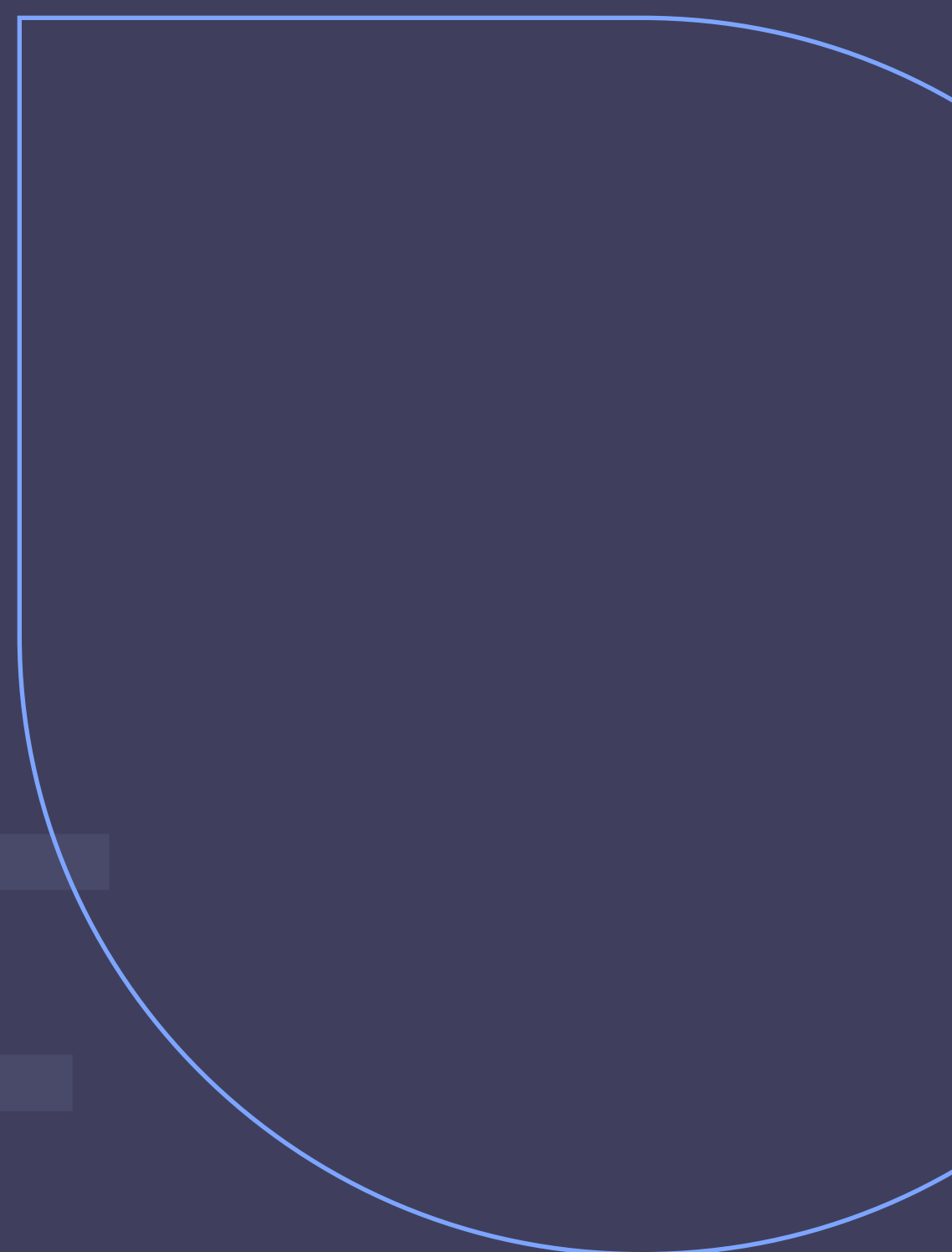


emtrain[®]



Press Kit





What is Emtrain?

Emtrain's workplace culture platform reinvents compliance training with thought-provoking content that sparks employee dialogue and generates unique culture analytics. Emtrain.ai allows you to benchmark your culture against our global community to identify behavior issues before they become compliance issues that destroy culture. Our online Emtrain.ai platform, modern content, Workplace Culture Diagnostic™ and Workplace Culture Benchmark™ enable companies to uplevel employee behaviors and skills to create a thriving workplace culture for greater productivity, innovation, and profitability. Recognized by Fast Company as an Honorable Mention in its "World Changing Ideas 2020" list and Inc. 5000's "Regional List 2021 for Fastest-Growing Private Companies in California."

Emtrain partners with industry experts and uses current events to educate workforces on topics such as sexual harassment, unconscious bias, and ethics. We work with organizations to understand the insights and trends they get from our training programs and provide support and helpful resources to proactively prevent toxic issues in their workplace.

Founded by Janine Yancey in 2006, Emtrain is a bootstrapped, woman-owned and women-led company, with

Our Customers

More than 800 culture-focused companies use Emtrain's innovative platform, including:





What We Offer

Our cloud-based platform requires no infrastructure or dedicated administrator to support. Our offerings include:

Emtrain.ai:

Our data-driven workplace culture platform creates engagement and dialogue within people and culture-focused organizations and carefully dissects tricky culture issues that employees are talking about among themselves. Emtrain.ai is designed to complement existing learning and HR Platforms to provide employers rich insights and business intelligence into their culture, including trending concerns and risk management issues. Our AI-powered approach acts as an early warning system and alerts you to culture issues and concerns—like harassment, unconscious bias, and ethics— benchmarked against peer organizations. With Emtrain’s data and insights, HR leaders will make informed decisions, not by guessing, to answer these tough questions. The Workplace Culture Report identifies the root causes of workplace culture failures, by compiling millions of data points from employees across our client’s workforce and reveals the behaviors that contribute to healthy workplaces, or to crises.

[Get the Emtrain Culture Report here >>](#)

Interactive Courses:

Our interactive online education programs go beyond check-the-box compliance to deliver the industry's most authentic and measurable learning experience. The interactive learning scenarios allow employees to put workplace issues in a larger context. Employees can try out different ways to respond to potentially problematic situations, developing core workplace skills, like empathy and respect. Emtrain's proprietary **Workplace Color Spectrum™** provides everyone with objective language to label behaviors—not people—as problematic, defusing difficult conversations. With cinematic video scenes, social polling exercises that solicit culture feedback, integrated expert Q&A, and a focus on practical guidance and building workplace people skills, Emtrain programs are designed to measurably change behavior.

Designed for mobile, our online content provides users with unprecedented control over when, where, and how they engage. We can align the Emtrain learning experience to any company's unique culture and the needs of that specific workforce, industry, and company priorities. Our interactive programs include preventing workplace harassment, code of conduct, unconscious bias training, diversity and training, and other culture influencing topics.

[View a list of all of our programs here >>](#)

The collage displays several screenshots from the Emtrain mobile application, illustrating its interactive features:

- Course Catalog:** A sidebar menu titled "emtrain" with tabs for "To Do", "Browse", and "My Stuff". It lists various courses with completion status and due dates, such as "Interview Training" (02 15 19), "Hiring Restrictions" (03 15 19), "Conflicts of Interest" (04 15 19), "Workplace Safety Training" (04 30 19), and "Preventing Workplace Harassment" (06 15 19). Below this, a list of specific topics is shown, including "Developing Your Workplace Resp...", "What Gets in the Way of Respect?", "The Workplace Color Spectrum...", "What's Unlawful Harassment?", "What Are Protected Characteristics?", "Types of Harassment", "What Makes Conduct Unwelcome?", "ALT What Makes a Culture Toxic and Red", "Forms of Disrespectful and Harass...", "Retaliation", "The Managers' Role", "Bystanders to Upstanders", "The Bully at Work", "Eyes Wide Open: Manager Relati...", "Eyes Wide Open: Co-Worker Rela...", "Reacting to Scary Times?", "Keeping in Touch in the 21st Cent...", and "Awkward Missteps".
- Course Content:** A main screen titled "What Makes a Culture Toxic and Red?" featuring a video scene of a man and a woman in a tense conversation. Below the video, a progress bar indicates "1 of 18" and a share icon is visible.
- Expert Q&A:** A section titled "Ask Janine Yancey" with a profile picture of Janine Yancey, a "Workplace Harassment Expert". It includes a "Need help with a workplace issue?" prompt and a "Submit" button. Below this, two Q&A entries are shown: "What do you do if an immediate supervisor is creating a hostile work environment and Human Resources has been informed, but nothing has been done?" and "How should management handle an employee who shows signs of 'gratuitous sabotage' of the manager's work to other employees?".
- Interactive Polling:** A screen titled "Being Heard" with a question: "If I report something, I'm confident my management will take the complaint seriously." Below the question is a line graph showing the distribution of responses from "STRONGLY DISAGREE" to "STRONGLY AGREE".
- Workplace Color Spectrum:** A screen titled "Use the Workplace Color Spectrum®" with a question: "Click to rate Terry's comments and his reaction to Elizabeth's photos". It features a rating scale with colored bars for "ME", "MY ORG", and "GLOBAL".
- Decision Making:** A screen titled "What would you do?" with a question: "If this situation involved you, and you would you:". Below the question are four options, each with a checkmark and a description: "Go to HR or a senior leader to discuss or complain", "Re-engage your manager later to talk about what happened", "Think about changing teams at work or looking for a new job", and "Do nothing and ignore what happened".

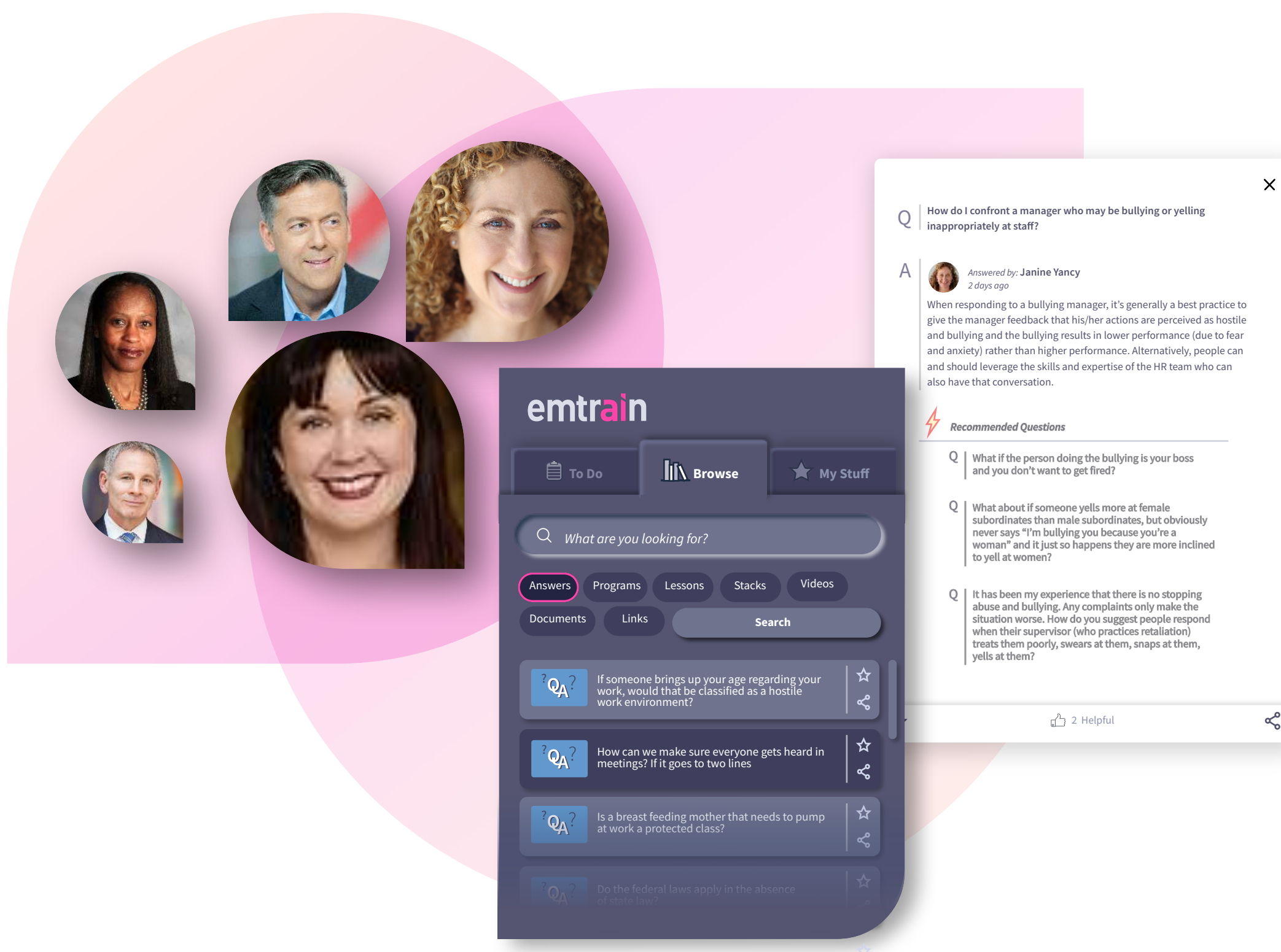
Microlessons:

Comprehensive learning programs are an essential component of changing behavior and developing skills. But you don't build knowledge or a skill through a one and done experience. Skill-building takes repetition and practice, which is why microlessons are an equally important component of any learning initiative. Our library of video-based microlessons allows you to maintain a dialogue on a given topic with 3-5 minute lessons that can address a single timely concept in the news, or allows you to assemble and deploy a variety of microlessons for a campaign on a topic. Our video-based microlessons are templates in that they provide the rich media and a suggested learning message that can be customized to fit your specific needs. Examples of our microlessons are: politics at work, transgender issues, what to do when a co-worker's social media impacts your work, avoiding unconscious bias in interviewing, using EQ to resolve conflicts, and many others.

[View our Microlessons here >>](#)

Emtrain's Ask the Expert:

A free expert-driven Q&A platform where users submit questions about workplace issues and Emtrain's neutral domain experts provide general guidance and information. This free service provides a great benefit to both employees and employers. Employees get a channel for trusted, easy guidance and employers get the benefit of volumes of de-identified employee-generated questions that are summarized into key findings on trending culture concerns.





Emtrain Leadership & Media Contacts

Emtrain is home to a range of workplace culture experts, each with a deep knowledge of current HR and compliance laws and a passion to promote respect, ethics and inclusion by battling sexual harassment, unconscious bias, unethical decision-making and other issues that destroy workplace culture.



Janine Yancey, Founder & CEO

Janine founded Emtrain after helping solve labor and employment problems for high tech firms including Google, Intuit and a variety of startups. She is an expert in workplace laws, and an advocate for using behavioral science and data analytics to solve issues related to real-time harassment, bias, discrimination, and ethical issues. She can speak to topics related to Emtrain's growth and direction, as well as lend a unique take on issues faced by today's HR leaders and startup founders.



Odessa Jenkins, President

Odessa Jenkins is the Founder of the Women's National Football Conference (WNFC), and sought after executive leader. She most recently served as the Head of Business Develop for Parity, and VP of Support/Ops at YourCause. An in demand national speaker, Jenkins is also the founder of multiple nonprofits. She is a recognized market leader in CSR, DE&I, Team Dynamics, and SAAS technology with multiple years of leadership experience in private funded start-ups, joint ventures and fortune 100 public companies

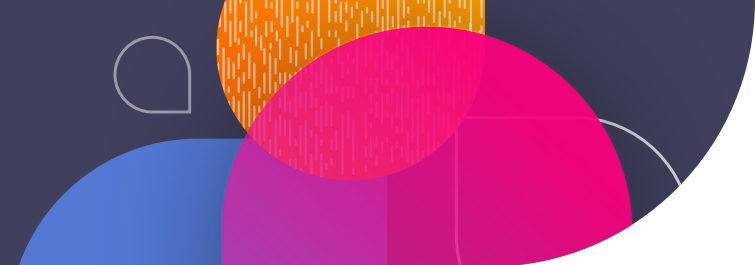


Robert Todd, Chief Product Officer

Robert leads the development of products at Emtrain. He believes that leading with integrity and treating every employee with respect is a winning business strategy. Robert joined Emtrain after building innovative learning technology solutions at LinkedIn,?WhatIf! (part of Accenture), McKinsey & Co, and Digitalthink.

If you would like to connect with any of our leadership team, please contact:

press@emtrain.com or **800-242-6099, ext. 305**



Other Leadership Team Members

- **Sonja Lutz**, Chief Marketing Officer
- **Bob Benedict**, VP of Engineering
- **Scott Barbour**, VP of Sales & Strategy
- **Kate Tucker**, Director of People Operations
- **Chris Truglia**, Head of Finance
- **Bill Takacs**, Senior Director of Product Management
- **Ellen Burke**, Director of Account Management

Board of Directors

- **Peter Campbell**, Managing Partner, Education Growth Partners
- **Rob Dunn**, CFO of Valimail
- **Janine Yancey**, Founder/CEO of Emtrain

Advisors

Each person listed here has helped build organizations valued at hundreds of millions or billions of dollars. They are creators. And they're advising Emtrain because, like us, they see a need in the market for cloud-based guidance and analytics on workplace culture issues that will move us all forward and make the workplace a better experience for everyone.

- **Frits Haberman**, CEO PicMonkey, former CTO of Lynda.com (now LinkedIn Learning)
- **Steve Cadigan**, President of Cadigan Ventures, former VP of Talent of LinkedIn
- **Brian Frank**, former VP of Global Sales Operations at LinkedIn
- **Don Loeb**, VP Corporate Development and Strategy Techstars
- **Laraine McKinnon**, Talent and Culture Strategist, former Managing Director at BlackRock

Additional Emtrain Resources

- **Emtrain's Workplace Culture Blog**
- **Emtrain Press Releases**

