BUILDING ORGANISATIONAL CULTURE AND PERFORMANCE APP

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INTRODUCTION

In the dynamic and competitive landscape of the United Arab Emirates (UAE), tech startups are constantly searching for innovative ways to optimise employee performance and cultivate a strong company culture. This case study delves into an organisational Psychology project with a forward-thinking tech startup located in the UAE.

INITIAL CHALLENGES

The startup has approached me with an urgent work request to design an employee performance assessment that is led by the employee and evaluated by customers. The second part of the project was to design an organisational culture assessment tool and map areas into leadership development.

AT A GLANCE

CHALLENGES

- Short deadline for the main content of the app before testing starts
- Designing a culture and performance management content that doesn't exist yet

This project is still ongoing.

OUTCOME- ONGOING PROJECT

The groundwork for the app content has been completed within two weeks. The project's second stage will begin with testing and realigning all features, ensuring that the premise of positive psychology is followed throughout the features. The third phase will focus on piloting and testing the app within large organisations and developing it further to enable organisations to derive valuable data for performance and leadership development, reward and compensation policy change and to change or align culture based on the future needs of the business.

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Specialised in Organisational and Leadership Development.