

# COMPANY OVERVIEW

Leading with Neuroscience.  
Changing the Future of Work.



## History

Founded in response to the widespread failure of organizational transformations, Clover ERA was born out of a crucial insight: the primary obstacle to successful modernization is people.

Employees, fatigued by constant change and disengaged from their organizations, became the central focus of our mission. Recognizing traditional surveys and metrics were insufficient, Clover ERA launched with the goal of equipping leaders with **actionable, real-time insights deeply rooted in human biology and psychology**.

## Mission

At Clover ERA, our mission is clear and compelling:

To **revolutionize workplace engagement** by equipping managers with neuroscience-driven tools that foster trust, resilience, and high performance. We enable leaders to convert daily engagement insights into small, incremental actions, ensuring teams thrive rather than just survive.

## Core Values

Human-Centric Innovation: We leverage cutting-edge neuroscience to foster workplaces that prioritize the human experience, ensuring solutions resonate deeply with innate human drivers.

Integrity and Transparency: We believe in honest communication and ethical practices, creating trust and psychological safety internally and externally.

- Proactive Excellence: We empower managers to anticipate and resolve issues before they escalate, shifting from reactive to proactive leadership.
- Continuous Growth: Commitment to ongoing learning and adaptation ensures we remain at the forefront of both neuroscience and workplace engagement practices.
- Impact-Driven Action: Every tool and insight we offer is designed to produce tangible, measurable results through small, actionable steps, fundamentally improving organizational performance and culture.

## Why Clover ERA?

Clover ERA isn't just another employee engagement platform—it's an **Engagement Operating System**. Our unique CLOVER Framework—Communication, Learning, Opportunity, Vulnerability, Enablement, and Reflection—is engineered to support and optimize brain chemistry, enhancing productivity, innovation, and retention.

Clover ERA stands apart through its emphasis on actionable data. We understand that insights alone are not enough; meaningful change occurs through small, incremental, manageable actions taken consistently. **In just minutes a day**, managers can reshape their teams' engagement landscape, significantly improving both cultural health and bottom-line results.



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