

Pitch Approach

Our enterprise pitch follows a proven strategic narrative framework that leads prospects through five elements:

- #1 Name a big, relevant change in the world
- #2 Show there'll be winners and losers
- #3 Tease the promised land
- #4 Introduce Features as “Magic Gifts” for Overcoming Obstacles to the Promised Land
- #5 Present evidence that we can make the story come true

This approach is successfully used by companies like Zuora, Drift, Salesforce and Uberflip. It is designed to align our team around a strategic story that closes enterprise deals. It does this by engaging both senior leaders and gatekeepers to get them to open up faster about the challenges they face.

This narrative approach is well aligned with the RAIN Group and CEB Challenger sales methodologies.

Drive transformational change at with enterprise employee communications

PREPARED ON
February 2021



Poppulo

900+

Customers

25M+

Employees

100

Countries

Agenda

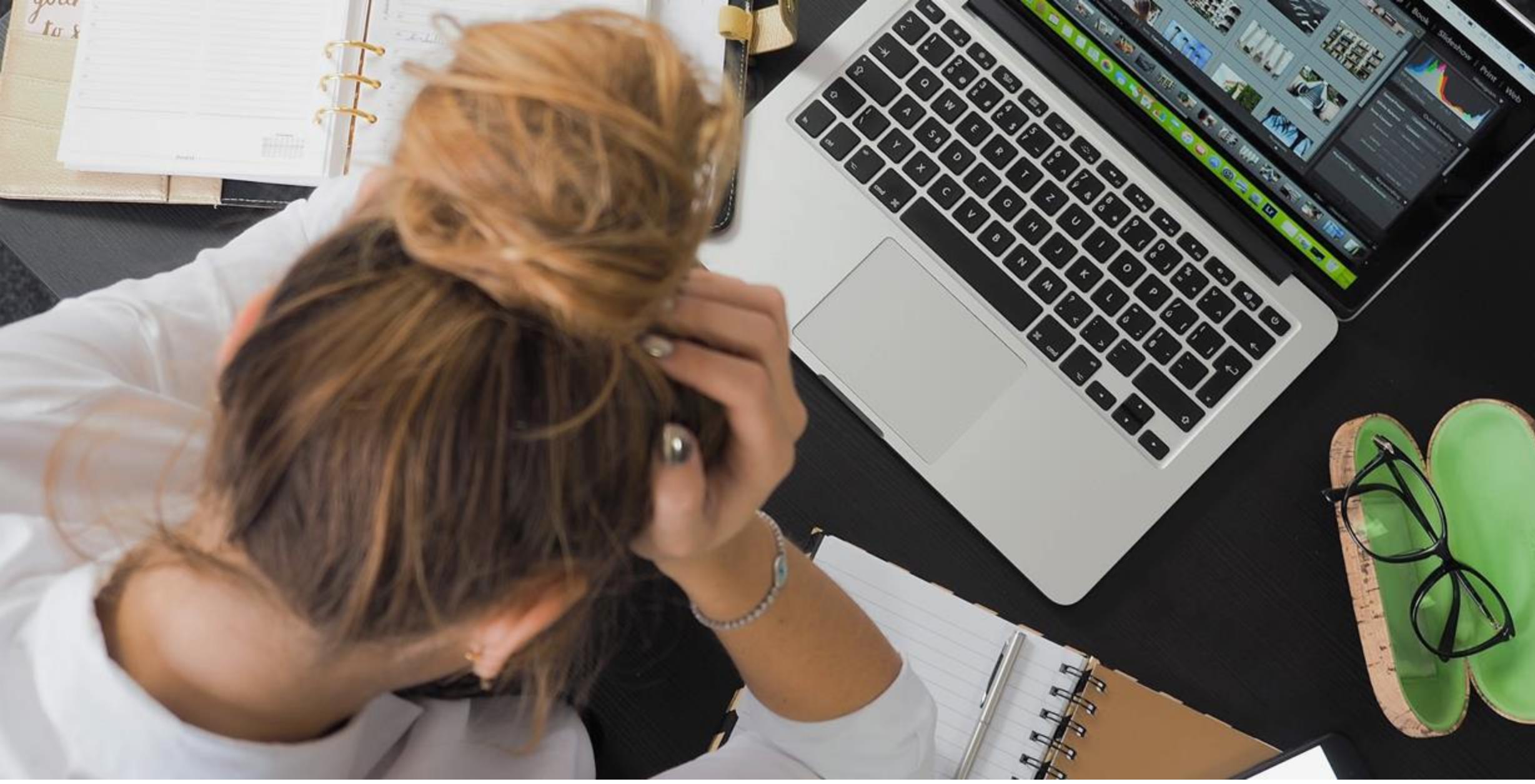
1. Introductions
2. Driving transformational change with employee comms
3. Poppulo Enterprise Employee Communications Platform demonstration
4. Next steps

Your primary challenges

1. A
2. B
3. C

Your strategic goals

1. A
2. B
3. C



Today's leaders are perfectly enabled to manage change in a world that no longer exists.

3 out of 4 change initiatives fail

- Missed revenue targets
- Product delays
- Failed implementations
- Regulatory non-compliance

McKinsey
& Company

Communication is the #1 driver of successful change initiatives

Transformations are more successful when leaders communicate:

3.8x

Goals and objectives

4.4x

Implications on day-to-day work

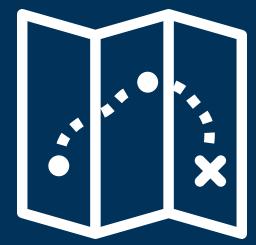
8.0x

Progress & success

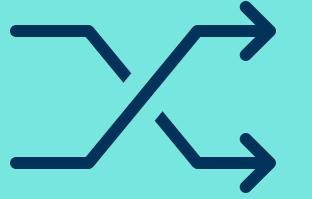
McKinsey
& Company

*In a noisy world, leaders struggle to
create the clarity employees need to
embrace change.*

The status quo



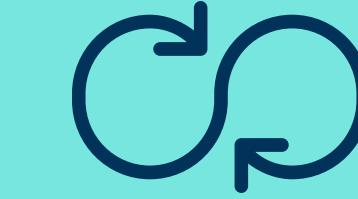
Limited data or
measurement



Slow, top-down,
one-way comms



One-size-fits all,
unengaging
content



Limited reach,
siloed channels



“Off-label” tools
not built for
employee comms

***What if you could create the clarity every
employee needs to embrace change and
drive business results?***

The Enterprise Employee Communications Platform



ENTERPRISE-GRADE

Enable secure, on-brand comms enterprise-wide

- *Gain control, consistency with powerful governance*
- *Securely scale comms up to 2M+ messages per hour*



CREATE CLARITY

Precisely personalize to create clarity and meaning

- *Reduce noise, create clarity with hyper-personalization*
- *Drive change with powerful campaigns, dynamic content*



MULTI-CHANNEL

Engage ‘work from anywhere’ employees on their terms

- *Multi-channel reach via email, mobile app and API channel integrations*
- *Create a feedback loop*



DATA-DRIVEN

Drive better outcomes through data-driven employee comms

- *Create data-driven comms that deliver business results*
- *Optimize comms by audience, campaign, channel, content*

The Enterprise Employee Communications Platform

**ENTERPRISE-GRADE****CREATE CLARITY****MULTI-CHANNEL****DATA-DRIVEN**

Booz | Allen | Hamilton

Achieved 93% employee satisfaction with IC by enabling cross-departmental comms governance to Booz Allen's 26K+ employees.



After reducing noise by 66% with Poppulo, 93% of GSK's 100K employees say internal comms now clarify strategic priorities.



Keeping 6K frontline and back office healthcare workers engaged throughout the pandemic via Poppulo email and mobile app.



"Poppulo has introduced a level of measurement we've never had. Senior leadership now buys into the value that IC adds."

Sodexo

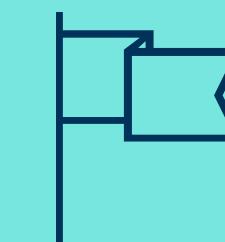
Global leader in Quality
of Life services

Launching its
transformative *Rise*
with Sodexo strategic
program internally



GOALS

- Drive strategic initiatives
- Measure performance
- Establish enterprise governance
- Improve personalization



RESULTS

- Communicating strategic change initiatives like *Rise with Sodexo*
- Actionable engagement metrics
- Enabling decentralized comms with a centralized governance model
- Relevant content targeted by audience



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25M+

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100

Countries

Next steps

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Aenean facilisis tellus eu risus iaculis, quis tempus nisl rhoncus aenean aliquam
3. Varius elit, vel faucibus felis suscipit ac. Aliquam a tellus a velit fringilla semper. Aenean et diam in felis porttitor