

Mobile Relationship Coach through Behavioral Science



Ted Malley
Co-Founder

CEOCFO: *Mr. Malley, what is RelatedMatters™?*

Mr. Malley: RelatedMatters is a software company that leverages mobile technology to help people focus on the thing in life that matters most: their relationships. By combining behavioral science with mobile technology, we've developed an app called TeamRelate™, which is a life-coach in the palm of your hand.

CEOCFO: *Who is using your services; how, where, when and why?*

Mr. Malley: Companies buy our product, TeamRelate™, to help them do a couple of things. It helps them hire the right people that are the right job fit, cultural fit and team fit. Then companies also use our software to help teams maintain and improve compatibility and engagement. Much has been written on employee engagement and current surveys show that only thirty percent of America's workforce who say that they are engaged and motivated on the job. Therefore, seventy percent are not. We assess someone's behavioral or communications style, which really makes up about fifty percent of how we are perceived in the workforce. We also assess somebody's core convictions or their values and the things that drive them. Based on those two sets of attributes we can really identify how well someone is going to fit into an organization or also identify trouble spots in an organization where a team may have to work through some conflicts.

CEOCFO: *Do you people really want to reveal their core convictions? Do people feel invaded somewhat, by a system that is looking to find that out?*

Mr. Malley: Not really, I think there is actually an eagerness to discover "who I am" and "why I am" at the individual level. The way that we structure the questions, you will generally fall in to one of four core convictions. Those would be ambition, belief, compassion or discipline. Therefore, there is no right or wrong answer or trait set. It is really just discovering each person's uniqueness and trying to leverage that into a work context.

CEOCFO: *Is there a common thread in the companies that are likely to use your services?*

Mr. Malley: We have seen a lot of penetration in software companies where there tends to be a focus on high touch customer service or customer relationships involving recurring revenue. We have also seen it in companies have hourly workforces and in the restaurant or food service industries, where they are very focused on the customer experience and they want their team on the front lines to be very customer friendly, customer focused and customer engaging. There seem to be a couple of those core industries that we seem to gravitate towards. However, really any business that has people is going to be a business that will oftentimes have conflict and our software can help people work through that.

CEOCFO: *Is that a fairly new idea for some of these companies? Are they realizing that they have to engage more or have they always look to go beyond telling their people to be friendly?*

Mr. Malley: Telling someone to be friendly doesn't necessarily mean that they are being perceived as friendly. For example, a person who is motivated by fun may appreciate a funny story while being served, while another person who is motivated by efficiency might feel that a more friendly person would provide fast service without much chit chat. Service is becoming a huge differentiator. In fact, one software company that we are working with has said that the software feature race will never be over, but the big differentiator that he sees with his business is that service will be the key competitive differentiator. That, coming from a software and a technology executive, is very profound, given that his main mission is to continue the innovation and be the best on the cutting edge that he can be with his product set. When he says that service is going to be the key differentiator that really rings true.

CEOCFO: *When you are identifying some of the issues among or between team members do you provide solutions? What is the next step once you have made some identification?*

Mr. Malley: The application essentially puts people in a circle and you can interactively pinch any two people together and it will give the person insights onto similarities and differences between how you interact with the other person, as well as

suggestions for helping you resolve conflicts. For that reason, TeamRelate is a great manager's tool to provide great insights on how to get their team members to work better together.

CEOCFO: Do you work with the manager to get them to know why it is important and why they should be taking steps?

Mr. Malley: Yes. Our application and product is often used as part of an emerging leader development program, so that we can help either new managers or even seasoned managers add additional people tools to their bag. Any book on leadership, any leadership development or coaching always includes a component of your emotional quotient, or your relational intuition with other people. Therefore, our tools help to really make that very simple to understand and very practical for every "in the moment" interaction.

CEOCFO: How have you made it user friendly, simple and in the moment?

Mr. Malley: I would say that the first thing is that we hired amazing talent in the user interface design of the product. We have made mobile first our company mantra. Then we did tons of early adopter testing with putting it in the hands of real users to make sure that the experience was intuitive and obvious. We also recognized that so much of the mobile application mindset is that there is no manual. You just pick up the app from the app store and start using it. That is today's expectation of how easy apps should be. So far, the feedback has agreed with that--people love the interface. They find it very intuitive and very useful.



"TeamRelate™ is like having a life-coach for all of your relationships in the palm of your hand." - Ted Malley

CEOCFO: People are using your system on an ongoing basis. Would that be for new employees? Would it be that as time goes on people change and attitudes change? If someone got your system today what might they be doing with it a year from now?

Mr. Malley: That is a great question! Companies use our system to make sure that the new hire fits with the job, the company culture, and the people they will directly work with. Typically our behavioral style doesn't change, as it is hard-wired in us. Our values may change over different seasons of life or after a major traumatic life event. The ongoing use starts by taking people on a journey of trust. Once you have discovered yourself and your own strengths and blind spots and your traits, then you are able to discover those on the team around you. We also have an engagement component where you check in daily or maybe twice a day. You self report on several key indicators, your stress level, your emotional level, your job satisfaction, your energy level and some other attributes that companies can configure and monitor. When you are checking in you can put in a couple of notes on why you might be stressed out or why you might be relatively calm. You can keep those private to yourself or you can share them within your inner circle people that you work with. Therefore, it is really kind of a micro engagement tracker or an employee pulse tracker. The managers would get aggregate team analytics on a weekly basis that says how each team is doing. The ongoing engagement now calibrates our stress and emotion and we actually give you feedback on what to do with that person when they are stressed or emotional. The application changes the content on two people and their relative stress level. We would say that our ongoing employee engagement is through our check-in functionality.

CEOCFO: What is the competitive landscape? How does RelatedMatters stand out?

Mr. Malley: I would say that there are a wide variety of pure assessment tools. Behavioral science has been around a long, long time. You have seen even business to consumer assessments out there. They all give you a pretty accurate read on your personality style. However, what we have not seen yet is anything in the marketplace that really gives you feedback on the interactivity between your unique style and those who are around you and their unique style and then give you helpful tips for what to do with that. As such, we focus really hard on the relational aspect of improving each interaction which improves the relationship over time. I would say that we have the best practical application of behavioral science for your day to day relationships.

CEOCFO: How do you reach potential clients? Do they understand the difference immediately? How do they understand enough to even talk with you so you can explain the difference - it is a noisy field?

Mr. Malley: It is. We have a clever video on our website. We are at all of the major HR software conferences. The reception has been tremendous. People get it very quickly and agree they've never seen the science applied in such a practical and mobile way. We seem to strike a chord with most leaders of the business that understand that people skills are really crucial to any leader in an organization.

CEOCFO: *How long has the product been available?*

Mr. Malley: We founded RelatedMatters in March of 2014, and our first release hit the App Store at the end of that month. The science we've built it on has been validated for about 5 years prior to that. We have had about seven releases so far this year based on customer feedback

CEOCFO: *What have you learned so far, since people have been using the product? What might you be changing in the fall?*

Mr. Malley: We have learned a tremendous amount in the usability area and keeping the app very simple and basic. We have learned that different organizations have different levels of trust. Some of them readily adopt the sharing of information with each other. Other organizations have zero trust. We had to add some additional privacy features to insure that different organizations can use it based on their different levels of trust. Sometimes, that varies from department to department inside the organizations. It is always fascinating to see inside different companies cultures and to really meet them where they are at and take them a couple of steps further.

CEOCFO: *Are you funded for the steps you would like to take? Are you seeking partnerships or any type of funding to do a greater push, perhaps?*

Mr. Malley: Yes, we're funded for what we needed to do. Our strategy is to distribute through other resellers. We are working on larger partnerships at this time.

CEOCFO: *Why pay attention to RelatedMatters today?*

Mr. Malley: RelatedMatters hits on seven out of the top ten HR trends for 2015 according to Josh Bersin's latest briefing. Things like mobile, being a system of engagement, having applications based on behavioral science that can leverage big data and predictive analytics. We are right in the middle of the top trends and spends in the space, so we think we're going to get noticed pretty quickly. So far, the reception has been really great in the marketplace.

CEOCFO: *Final thoughts?*

Mr. Malley: Every time we talk about software it is usually a transactional or efficiency-based, geared for the administrators of the system. Our software focuses on the individual and helps them see their world of relationships in a completely different way. We feel that this is a transformational application. We are very, very excited that we are doing something unique that we think really affects peoples lives in a better way going forward. We are excited to be a part of that.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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