

# launch

NAVIGATORS IN THE AGE OF TRANSFORMATION®

Harnessing the Power of:



Case Study:



Project Requirements:

- A way to detect the tone of each team communication
- A way to build personality profiles of each team member
- Recommendations and guidance based on training data provided by consultants

## Endless Possibilities Powered by AI:

Harnessing the power of AI to monitor and maximize team effectiveness, without the need for surveys or additional processes. Launch utilized efficient and time-saving AI technology to help human consultants focus on what matters.

A Seattle startup came to us with a problem: develop an app for them that would leverage AI to improve team performance, without the need for surveys or additional processes, simply by monitoring team communications and interactions and providing virtual coaching to team members.



Launch gave us an invaluable solution that will be very useful as we move forward in developing Workplace21. We are very impressed with the knowledge and experience Launch brought to the table.

**Workplace21 Leadership Team**



Launch's Solution:

Launch Consulting built an application on AWS that could monitor all team communications, extract their content and build personality profiles of the team members. The application then analyzed this data to produce a dashboard showing areas of strengths and challenges for the team, along with suggestions for improvement. Human adjustments to this report and recommendations were used as ongoing training data to improve the model.



Project Results:

**5** TRAITS | **7** TONES

**AI DISCOVERED PROFILES:**  
Seven communication tones and five personality traits extracted through AI models

**4** MONTHS TO MVP

**PRODUCT USABILITY:**  
4 Month timeline to fully functional Minimum Viable Product (MVP)

**95%** TIME SAVINGS

**INCREASED EFFICIENCY:**  
95% reduction in human consultant time requirements through automation

## A Human Approach:

Launch Consulting recognized that the best solution was one that combined the knowledge of existing human consultants with the scalability and replicability of AI. Our solution involved AI models to extract tone and personality from communications and present findings and recommendations to a human consultant, who would review, adjust, and approve the final report. By tracking each adjustment made by the human consultant and using this as training data, we were able to continually improve our AI models over time. This allowed the human consultants to guide more projects and focus more on exceptional circumstances, while AI took over team guidance for most scenarios.

## Real Life Outcomes:

Launch Consulting was able to help this client develop a system to largely automate the analysis of team performance, and provide tailored guidance for team improvements, greatly increasing efficiency and allowing the human consultants to monitor 20x more projects than they could previously. The initial need for detecting the tone of each team member and a way to build personality profiles was fulfilled with the extraction of seven tones and five personality traits.

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## About Workplace21:

Workplace21 is an innovative AI-powered HUMAN platform software company that is creating the future workplace with humans at the center.

Workplace21 is in Seattle, Washington and was founded in 2018.

## About Launch Consulting:

Founded in 2005, Launch is a veteran-owned company that takes a people-first approach to solving complex technology problems with innovative solutions. With over 500 technology leaders, designers, and engineers, they consistently push the boundaries of commonplace.

**Core Practice Areas:** Human Experience Design, Data Platform, and Cloud -- seamlessly combined by a Technology Concierge team to craft the transformative approach so often marketed but rarely delivered. Based in Bellevue, WA, they have regional offices in key markets across the nation, including Dallas, San Francisco, and Washington D.C.

## Contact Information:

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