

# APPELLON: Renormalising Workforces for the Future

## THE FUTURE OF MODERN WORKPLACES STARTS HERE

Work has changed. Hybrid teams, digital collaboration, and rapid shifts in workplace expectations mean old strategies for engagement no longer work. Quiet quitting, rising turnover, attitudinal changes and burnt-out leaders are costing companies millions.

Employee turnover is increasing....

...Traditional engagement strategies — surveys, workshops, and reports — fail to create lasting if any change....

...Leaders are drowning in data without actionable insights...

**You don't need another survey. You need a solution that transforms attitudes at the neural level.**

## THE APPELLON SOLUTION: SCIENCE, PSYCHOLOGY & TECH IN ACTION

Appellon is the Psych-Tech platform that transforms workplace attitudes changing how people think, feel, and behave - naturally and continuously. In just 10 minutes a week, employees begin to feel a sense of achievement and connection, through science based dynamic micro-learning and AI-driven support and reinforcement.

## Why Appellon Works

Traditional engagement models focus on measurement—but measuring problems doesn't fix them. Appellon transforms attitudes by creating new social norms through:

- ✓ **Neuroscience-Backed Learning** – Shifting attitudes at the neural level.
- ✓ **Technology-Driven Reinforcement** – Renormalising achievement and connection.
- ✓ **Scalable, Data-Backed Solutions** – Practical tools and solutions that improve wellbeing and quality of performance outcomes.

## HOW IT WORKS



### TECH DRIVEN COACHING

Personalized, data-backed insights that adapt in real-time.



### 10-MINUTE MICRO-LEARNING MODULES

Engaging, action-driven lessons built for the modern team.



### REAL-TIME BEHAVIORAL TRACKING

Change isn't a one-time event; it's a continuous evolution.



### PROVEN NEUROSCIENCE-BASED APPROACH

Boosts trust (Oxytocin) while reducing stress (Cortisol) to create well balanced teams.

When employees contribute and participate meaningfully, **resilient** levels of **well-being** emerge and workplace conditions of **achievement** and **connection** take effect.

We don't "engage employees."  
We reprogram workplace attitudes.

Let Evidenced based  
Psychology do the Work

Our psychology-backed system  
rewires behaviors, mindsets, and  
organizational norms.

Workplace attitudes move  
from Harmful to Helpful

We shift the workplace from  
reactive problem-solving to  
proactive,actional outcomes.

It's all about  
Attitudes

Forget outdated engagement  
surveys—Appellon actively shapes  
workplace attitudes and  
behaviors.

Our Unique Approach



Neuroscience +  
Tech + Learning

A holistic approach proven to retain  
employees and develop leaders.



Resocialisation &  
Renormalisation

We dismantle unhelpful or harmful  
behaviors and establish new cultural  
norms.



Evidence-Based  
Progress Tracking

Real-time insights that show  
measurable improvement.



Well-Being as a  
Byproduct of  
Contribution

Employees don't need perks to feel  
engaged—they need purpose and  
impact.



Universal &  
Scalable

Our system works across all  
industries and geographies.

THE IMPACT

Appellon isn't a theory.  
It's a *proven system* that delivers  
measurable business outcomes:

- ✓ **\$308M** saved for the Royal Australian Navy **in 12 months.**
- ✓ **£450K** savings from **reduced turnover** at the UK NHS.
- ✓ **90-100%** engagement rates for Australia's fastest-growing  
aged care provider, Apollo Care.

"...now that we have had almost  
12 months exposure to the  
process, we are keen to keep  
moving forward as we are seeing  
real progress being made"

**CEDARS  
CHRISTIAN  
COLLEGE**



"I saw a dramatic  
difference in behaviours."

**CHAIRMAN,  
COMMONWEALTH BANK  
GROUP SUPER**



"Occupancy, job applications,  
customer interest, safety, and  
EBITDA have all improved."

**– CEO,  
WARRIGAL**



"Long-standing 'wicked'  
problems were able to be  
discussed in a non-blame  
environment."

**– COO,  
NORTHERN  
TERRITORY  
GOVERNMENT**



The  
Appellon  
Difference

🚫 **OLD MODEL:**  
Measure problems → React → Repeat **(nothing changes).**

✓ **APPELLON MODEL:**  
Transforms Attitudes → CREATE NEW SOCIAL NORMS → BUILD a  
workforce based on achievement and connection **(lasting impact).**

IT'S TIME TO  
REWIRE WORKPLACE  
ATTITUDES

Your workforce is a living system. The best workplaces  
aren't waiting for change—they're creating it.  
**BOOK YOUR DEMO TODAY.**