

About The Give and Take Company

Whether you choose the software (Givitas) or a one-time, live event (the Reciprocity Ring), the Give and Take philosophy works. Asking for and offering help improves business outcomes and culture. It's proven by research, studies, and happy customers worldwide.

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Give and Take (GT)

Description:

Give and Take builds solutions that allow people to share knowledge, exchange help, and build relationships while delivering tangible ROI.

Stakeholder(s):

Adam Grant :

Adam Grant organizational psychologist, Wharton professor, New York Times bestselling author of Give and Take, member of the Give and Take founding team

Wayne Baker :

Wayne Baker network science pioneer, University of Michigan Ross School of Business professor, Give and Take co-founder

Cheryl Baker :

Cheryl Baker company co-founder, co-creator of the Reciprocity Ring, and social capital and social science innovator

Give & Take Leadership Team

Larry Freed :

CEO AND PRESIDENT — A successful entrepreneur and investor, Larry has a proven track record for building successful companies. He is the author of Managing Forward and the bestselling Innovating Analytics.

Dave Jansen :

VICE PRESIDENT, TECHNOLOGY — Dave is an experienced technology leader with a deep background in process improvement, team building and technical infrastructure.

Sarah Allen-Short :

VICE PRESIDENT, MARKETING — For nearly 20 years, Sarah has specialized in successful strategic marketing, communications, PR, and content strategy for startup, B2B, and technology companies.

Cheryl Baker :

CO-FOUNDER AND DIRECTOR, SOCIAL CAPITAL — Cheryl is an innovator in the field of social capital and an expert in the translation of social science principles into practice through the design of software and training methodologies.

Katie Bennett :

DIRECTOR, CUSTOMER SUCCESS — Katie is an experienced client success professional with a demonstrated history of working in the information technology and services industries.

Krystie Lee :

DIRECTOR, SALES — A results-oriented sales executive, Krystie is a proven leader with experience in technology and SaaS

solutions. Her academic background is in organizational psychology.

Give & Take Board of Directors

Wayne Baker :

CO-FOUNDER, BOARD MEMBER — Wayne is a University of Michigan Ross School of Business professor and researcher, a bestselling author, and a consultant in management, leadership, and positive organizational scholarship. He co-developed the Reciprocity Ring, used in public and private sector organizations around the world.

Larry Freed :

CEO AND PRESIDENT — A successful entrepreneur and investor, Larry has a proven track record for building successful companies. He is the author of Managing Forward and the bestselling Innovating Analytics.

Tony Grover :

BOARD MEMBER — Tony is managing director of RPM Ventures. He brings over 25 years of venture capital, operating, and technical knowledge and experience spanning a wide array of industries and corporate settings.

Charlie Moret :

BOARD MEMBER — As President, CEO, and Chairman of the Board of Invest Michigan, Charlie brings over 35 years' diversified experience in tech based investments, entrepreneurship, banking, business development and marketing.

Give & Take Advisory Board

Adam Grant :

MEMBER OF FOUNDING TEAM, ADVISOR — Adam is the bestselling author of Give and Take, Originals, and Option B with Sheryl Sandberg. A popular TED Talk speaker, he is also recognized as Wharton's top-rated professor and one of the world's 25 most influential management thinkers and Fortune's 40 under 40.

Cheryl Baker :

CO-FOUNDER AND DIRECTOR, SOCIAL CAPITAL — Cheryl is an innovator in the field of social capital and an expert in the translation of social science principles into practice through the design of software and training methodologies.

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Stakeholders (continued)

Wayne Baker :

CO-FOUNDER, BOARD MEMBER — Wayne is a University of Michigan Ross School of Business professor and researcher, a bestselling author, and a consultant in management, leadership, and positive organizational scholarship. He co-developed the Reciprocity Ring, used in public and private sector organizations around the world.

Cliff Lampe :

ADVISOR — Cliff is a professor in the School of Information at the University of Michigan. His speciality is social and technical structures of large scale technology mediated communication.

Vision

Improved business outcomes and culture

Mission

To allow people to share knowledge, exchange help, and build relationships

Values

Reciprocity: We apply the concepts of generalized reciprocity to enterprises in an accessible, scalable way through our products, Givitas and the Reciprocity Ring.

Accessibility

Scalability

Ease of Use: Give and Take is rooted in cutting-edge academic research showing that when you make it surprisingly easy, people will be surprisingly generous, kind, and connected.

Generosity

Kindness

Connection

Engagement: In turn, these positive attitudes translate to engagement, loyalty, and bottom-line business results.

Loyalty

Results

1. Knowledge Sharing

Make knowledge sharing fast and easy.

Givitas Makes Knowledge Sharing Fast and Easy ... Because connecting online should make you feel better, not worse! Exchange help, advice, information and knowledge with generous people. Be a part of kinder, gentler online networking.

1.1. Assistance & Advice

Exchange help and advice.

1.2. Information & Knowledge

Exchange information and knowledge.

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2. Connections

Create and cement high-quality connections.

Stakeholder(s)

Reciprocity Rings :

About the Reciprocity Ring — The Reciprocity Ring is a dynamic group exercise that applies the “pay-it-forward” principle to your team or group while creating and cementing high-quality connections. Proven and reliable, the Reciprocity Ring is also simple, systematic, and

scalable. It can be used with groups ranging from 12 to 500. To date, nearly 100,000 people have used the Reciprocity Ring, including executives, managers, and professionals in many different types of companies, industries, and locations around the world.

People who use the Reciprocity Ring get the information they need and solve real problems, both personal and professional. Moreover, the Reciprocity Ring energizes a group, creating strong relationships that help individuals and organizations.

2.1. Information

Get the information.

2.2. Problem Solving

Solve problems.

2.3. Enthusiasm

Energize groups.

2.4. Relationships

Create strong relationships.

Administrative Information

Start Date:

End Date:

Publication Date: 2020-02-25

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