

APPLIED EMOTIONS

Enabling Human & Non-Human team-members to work together harmoniously & productively.

When you understand values, you don't just measure behaviour - **you shape it**

- Measure Human Values
- Predict human motivations
- Go beyond surface behaviour
- Align people, brands and AI

Emotions & Values Drive Everything



(Root)
Values



(Trigger)
Emotions



(Visible Action)
Behaviour

Emotions are the **foundation of behavior**

All behaviours are emotionally triggered

Shared values **create cohesive cultures** between people & AI

Knowing values **enables behavioural prediction**

Understanding values **underpins organisational change**

Research Foundation



40+ Years of
Continuous Research
Deep cross-cultural validation



1M+
Respondents



26
Countries



Longitudinal & Empirical Studies
Psychological and social research integration

What Makes This Unique



- Map Human Values
- Explain motivations beyond behaviour
- Generate predictive insights
- Help organisations anticipate change
- Create harmonious connections (people, AI, brand)



- Combines decades of values research
- Integrated with Data Science and AI
- Collaborative, client-specific programmes
- Designed to deliver lasting positive change
- Designed for measurable impact

What we do



People Values Assessment

Map individual values
Map team values
Understand internal drivers
Segment by location or role



Brand Values Alignment

Employee Vs brand values
Identify alignment gaps
Strengthen trust & loyalty



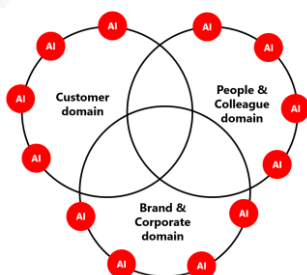
AI Agent Values Mapping

Assess AI Agent value(s)
Align with Human principles
Improve trust
Drive behavioural consistency

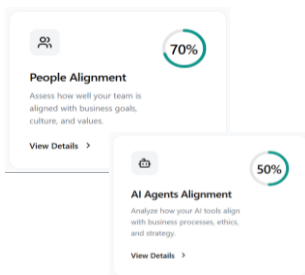


Strategic Behaviour Prediction

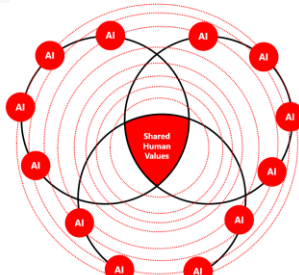
Predict response to change
Guide innovation
Inform transformation
Anticipate cultural shifts



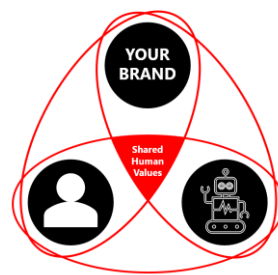
Map domain-specific, unconnected and tonally different AI Agents throughout your organisation to identify misalignment.



Identify alignment gaps to shape behavioural and organisational change.



Adapt your Non-Human Team members values to reflect your people & organisational values from a central point.



Shared values drive inclusive, harmonious relationships, organisational confidence and productivity benefits.

Outcomes



Anticipate needs



Build trust & Engagement



Make better strategic decisions



Create deeper organisational harmony



Applied Emotions are unique in having over 40 years of research into human values combined with a deep understanding in the latest developments in AI. We offer our clients a mix of experience from the worlds of psychology, research, data analysis, AI, business transformation and change management.

Trusted by

