



WUDD · NOUN · ARABIC

Recognition · expressed value between people

Thank you.

Wudd is the **Arabic word for the feeling coworkers give each other** when the work really matters. That feeling is a signal, and we built a product to see it.

Our visual identity is inspired by **Saudi Lavender**. This vibrant hue reflects the Kingdom's deserts and plateaus when they bloom with spring wildflowers. For us, this color represents **authentic hospitality, natural resilience, and national pride**.

• **wudd.net**

CONTENTS

- **KPI & OKR Through Recognition**
- **Automation**
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- **Promotion Engine**
- **Succession Supervisor**



You Already Know Which Ones Matter.

Twelve ways to say thank you. You didn't read them carefully, you felt them. Some are reflex. Some are real. Your ear ranked them in under a second. Wudd reads the same signal, every day, across every employee.

THANKS

Thanks!

TY

Wow. Just wow.

THX

Much appreciated.

| Thank you. Genuinely.

I'm glad you're on my team.

*Thank you **sooooo** much, that means a **LOT** to me.*

We couldn't have shipped without you.

You literally saved the project.

THANK YOU!!!



Your gut just ranked twelve of these. No training. No formula. **That ranking is the signal.** Wudd reads it the same way, **every day, across every employee, at scale.**



Sarah, Manager

Thank you

Today, 3:12 PM



 Sarah, Manager

THANK YOU!

Today, 4:47 PM

SEEN



Sarah
Head of Operations

Just wanted to reach out before the day ends.

I don't even know where to start.

What you pulled off today... I genuinely didn't think it was possible.

Thank you so much. You are a life saver.

... Sarah is typing...

 All Team, Shoutouts

Today · 6:02 PM

**Sarah**

Head of Operations, posted to All Team

I want to say something in front of **everyone**.

What **Amara** did this week, the late nights, the precision, the way she held the whole thing together when it was falling apart, I have genuinely never seen anything like it.

Great work. We would not have achieved this without you.

 38 24 17Seen by **62 people**

COMPANY-WIDE ANNOUNCEMENT

Stop what you are doing. **Amara** just saved the company.

She worked through the weekend. Rewrote the entire proposal from scratch.
Delivered something none of us thought was possible by Monday morning.

This is what exceptional looks like. This is why we win.

Sarah Al-Mansouri

Chief Operating Officer



Company Values → KPI

One tap. Same as liking a post. Every tag feeds a live KPI.

GIVE RECOGNITION · 30 SEC

☆ Innovation

👤 Collaboration

🛡 Integrity

🕒 Ownership

📦 Customer Focus

Cracked the architecture problem end of day. Real ownership.



LIVE KPIS · COMPUTED NIGHTLY FROM VALUE TAGS

Innovation Rate

Source: **Innovation** value tags · rolling 30 days

72%

↑ +8% vs last month

Cross-Team Collaboration Index

Source: **Collaboration** tags crossing dept. boundaries

61%

→ Flat

Integrity Signal

Source: **Integrity** + **Ownership** tag volume

88%

↑ +3%

ENTRY TIME

1-3 min

per recognition, daily

VALUE TAG

One tap

like a post → becomes KPI data

BADGE GRANT

Automatic

threshold triggers, no approval

OKR TRACKING

Live

badge progress = KR progress



Badges → OKR

Earned automatically by threshold, but can also be granted by managers. Badges become measurable OKR key results.

BADGE · AUTO-ASSIGNED WHEN THRESHOLD CROSSED



Cross-Team Collaborator

UNCOMMON · NO NOMINATION NEEDED

≥ 10 recognitions in 30 days, 50%+ crossing team lines, across 3+ departments.

Sarah Al-Rashidi · Engineering

8 / 10

OKRS POWERED BY BADGE THRESHOLDS · SELF-TRACKING

OBJECTIVE

Build a high-trust, cross-functional engineering culture by end of Q4.

KR 1

68%

80% of Eng team leads earn the Cross-Team Collaborator badge by Q4.

KR 2

91%

Reduce single-team recognition clusters — Isolation Score below 20% organisation-wide.

KR 3

44%

100% of managers earn the Mentor badge — at least one active succession milestone answered per month.



You already know **this.**

01

**Some work
matters more
than other work.**

02

**Some
contributions
carry real
weight.**

03

**Some moments
change
outcomes.**

04

**You say thank
you differently.**

05

**Sales is
measurable.
Wudd
measures what
companies
couldn't, until
now.**

Every Recognition Answers Five Questions.

Each time someone says thank you, Wudd captures a complete, structured event. Not a note. Not a feeling. A data point with five dimensions.

W

Who

Giver & Receiver

Two directed roles. The giver earns leadership signals. The receiver earns engagement signals. Both matter.

W

What

Behaviour & Value

The company value selected turns a personal message into an organisational signal. Each tag is searchable and weighted.



W

Where

Across Teams

Did the recognition cross a team boundary? This single bit powers the entire network and collaboration metric layer.

W

When

Timestamp

Timing reveals stress, momentum, and rhythm. After-hours patterns, weekend spikes, and streaks are all derived from this field.

W

Weight

Points & Multiplier

Not all recognitions carry equal weight. Cross-team, manager-to-team, and value-aligned actions earn multiplied scores.



Every Thank You Carries a Signal

The way people recognise each other reveals how much the work mattered, and how important the outcome was to them.

PEAK SIGNAL

"Great work. We wouldn't have achieved this without you."

Collective impact · Team-level outcome · Highest weight

HIGH SIGNAL

"Thank you so much, you are a life saver."

Critical contribution · Individual stakes · Named result

AMPLIFIED SIGNAL

"Thaaaaaaaaaaaaaaaaank you"

Emotional weight · Important task · Instinctive emphasis

BASE SIGNAL

"Thank you"

Routine acknowledgment · Low stakes · Minimal weight

CAPTURED BY WUDD



Importance of the task or result

Language intensity is proportional to the weight of the contribution. The system reads this as a signal of task significance.



Individual vs. collective impact

When recognition names a team outcome, it registers a higher-order contribution, not just personal thanks.



A weighted performance event, not a message

Wudd captures who recognised whom, what behaviour it reflects, what work it was linked to, and how much weight it carries.

Most companies see a social feed.

Wudd sees performance data.

Your Values Become Measurable.

Every time a recognition is tagged with a value, a specific behaviour gets classified, not decorated. The feed becomes a live cultural registry.

□ HOW MOST COMPANIES USE VALUES

OUR COMPANY VALUES

INTEGRITY

INNOVATION

CUSTOMER FOCUS

TEAMWORK

Declared once. Unmeasured after.

🔗 WHAT WUDD DOES WITH VALUES

Sara recognised Ahmed · **Innovation**

☑ Task: Product Launch ☒ Cross-team 3 pts

Lina recognised Tariq · **Integrity**

🏢 Finance dept 5 pts

Omar recognised the team · **Customer Focus**

☑ Project Close 8 pts · Manager multiplier

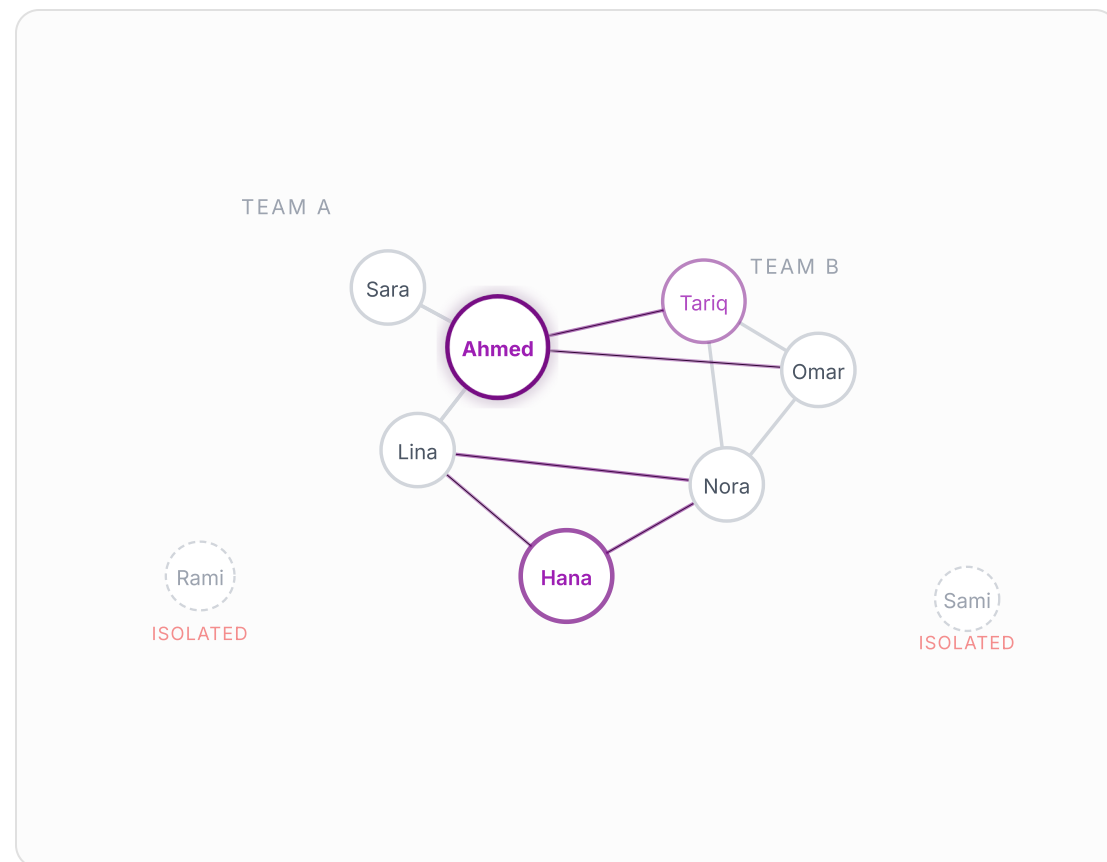
+34% **Innovation**, rising this month, concentrated in Engineering

-12% **Integrity**, declining, not recognised in Sales team

Rising **Customer Focus**, spreading across all departments

Recognition Draws a Map of Your Organisation

Every peer recognition is a directed edge. Aggregated over time, they reveal the real organisational network, not the org chart.



● Cross-team recognition ● Within-team recognition ● Isolated, zero interactions



Bridge employees, and silos

Some people recognise across team boundaries consistently. They are your culture connectors. Their departure creates a silo. Wudd surfaces them before that happens.



Isolated employees, before they disengage

Zero incoming and outgoing recognition edges over 30 days is an early warning signal. Not a survey result, a live behavioural fact.



Cross-team collaboration, measured, not assumed

Cross-team Collaboration % is computed directly from recognition edges that cross team boundaries. No survey. No self-report. Pure behavioural signal.

The org chart shows reporting lines.

The recognition network shows how work actually flows.



Points Record **What Each Contribution Was Worth.**

Every recognition deposits weighted points into an immutable ledger. The number reflects who gave, what for, and how much it mattered.

TRADITIONAL APPROACH

1,250

YOUR POINTS BALANCE

Spend in the rewards store

WUDD WEIGHTED LEDGER

RECOGNITION EVENT	BASE PTS	MULTIPLIER	WEIGHTED
Manager recognised · Innovation	50	1.5×	75
Peer recognised · Customer Focus	30	1.0×	30
Peer recognised · Teamwork	30	1.0×	30
Director recognised · Integrity	50	2.0×	100



Role-weighted, authority matters

A manager's recognition carries a higher multiplier than a peer's. This reflects organisational authority, not favouritism. The weight is deterministic and versioned.



Immutable, deposits cannot be altered

Every point deposit is locked at transaction time. The ledger is an audit trail of contribution, not a mutable score. No retroactive manipulation.



Aggregated into KPI Recognitions per Employee

The total weighted points across an org period feeds directly into performance metrics. Volume and weight both matter, not just the count.

Loyalty programmes let you spend points.

Wudd records what you contributed.

Badges Certify Sustained Behaviour.

A badge is earned by reaching a behaviour threshold, witnessed by peers, verified by data. Managers can also grant them. Never self-declared.

EXAMPLE BADGE



UNCOMMON · AUTOMATIC

Cross-Team Collaborator

CRITERIA, ALL MUST BE MET

- ✓ Give or receive **10 recognitions** in a rolling 30-day window
- ✓ At least **50% must cross a team boundary**
- ✓ Span at least **3 different teams**

Current progress, Sara

8 / 10 recognitions

Cross-team: 6/8 (75%)

On track

Context snapshot at award time: Earned Date · Progress 10/10 · Teams Spanned 4 · Cross-Team 60%, frozen in the award record. Immutable proof of the threshold being met.



Performance threshold, not a reward

The criteria are a contract. Meeting them means the behaviour was real, sustained, and peer-witnessed. The badge is the certification of that contract being fulfilled.



Badge targets become OKRs

Set "80% of team leads earn Cross-Team Collaborator by Q4" as a target. The system tracks progress automatically as peers recognise cross-boundary behaviour.



Immutable and permanent

Once an employee earns a badge, it becomes a permanent behavioral certification locked into their record. It cannot be altered or revoked, guaranteeing historical performance trust.

An OKR usually tracks output. A badge target tracks *behaviour*.
The OKR writes itself as your people recognise each other.

The Recognition Feed Is the KPI Engine.

Every recognition flows through a governed pipeline, from raw event to daily summary to metric snapshot to executive KPI. No surveys. No manual input. Pure behavioural data.

01, RECOGNITION EVENT

Peer Recognition Fired

From	Employee #42
To	Employee #87
Value	Innovation
Points	30
Multiplier	1.0x
Peer to peer	Yes
Sent	Today

What the system records

Who gave, who received, which value, what weight, which team boundary was crossed, and when. Every data point is categorised, verified, and organised.

02, DAILY SUMMARY GENERATION

Daily Recognition Summary

Organisation	#1
Scope	Organisation-wide
Date	Today
Rec's sent	47
Unique senders	31
Recipients	38
Cross-team	19

Daily pre-aggregation

Raw events are rolled into daily fact rows, one row per org per day. Organised for instant access. No slow data processing.

03, METRIC COMPUTATION

Metrics Engine Computes

Metric	KPI-01
Formula	Participants ÷ Headcount
Min. sample	25 people
Confidence	94%
Computed	Today at 02:00

Governed formula

Adequacy gates ensure minimum sample size. Confidence is clamped by sample. Grace periods protect new-hire data from distorting results.

04, EXECUTIVE KPI

KPI-01

Participation Rate

73%

● Green · +4.2% vs last period

ENG-01

Cross-team Collaboration

41%

● Amber · -2.1% trend

Fresh every 24h. Confidence and status indicators shown. Executives make decisions from snapshots, never from shifting live data.

OKRs That Track Themselves.

Pace, Momentum, and Target Progress are computed nightly from recognition behaviour, no manual updates, no self-reporting. The organisation's execution health is live.

OKR-01

Pace

● On pace for period goal

1.08 ratio

Day 18 of 30

Target: 1.0

Formula: Actual Recognitions to Date ÷ Expected by Day
> 1.0 = ahead of pace · < 1.0 = falling behind

Measures whether the rate of recognition activity is on track to reach the period goal by the end date. No input from managers required.

OKR-02

Momentum

● Decelerating , watch

-4.2 %

7-day change

vs prior 7 days

Formula: (Recognitions Last 7 Days – Recognitions Prior 7 Days) ÷ Recognitions Prior 7 Days × 100
Positive = accelerating · Negative = decelerating

Direction and strength of change in recognition activity. A negative momentum while still on pace is an early warning, the trend will catch up.

OKR-03

Target Progress

● On track · 73% achieved

73 %

876 / 1,200 target recs

Period: Q2

Formula: Actual Recognitions ÷ Period Target × 100
Driven by Badge Targets linked to org OKRs

Badge targets allow teams to set recognition-based OKRs: "80% of staff earn Collaboration badge by Q4." Progress tracks automatically from peer behaviour.



The Same Data That Measures Performance **Also Surfaces Risk.**

Wudd does not require a separate risk module. Inequality, isolation, and imbalance are already visible in the recognition data, if you know how to read it.

CRITICAL

RSK-01

Distribution Equity

0.72

Gini coefficient · Green < 0.4

+0.32 above threshold

⚠ **SIG-02 fired:** Top 10% of employees receiving 61% of all recognition

Recognition is dangerously concentrated. Most employees are either invisible or over-recognised. **Perceived inequality** will follow, before anyone files a complaint.

ACT-01: Prompt under-recognising managers. Flag high-receivers for balanced redistribution nudge.

WARNING

SIG-04

Isolated Employees

7

Zero interactions > 30 days

+3 vs last period

👤 **7 employees** with zero incoming and outgoing recognition edges

Social isolation in the recognition network is a **leading indicator of disengagement**. These employees are invisible to the system, and often to their managers.

ACT-04: Surface isolated employees to their direct managers. No personal data exposed, count and trend only.

WATCH

KPI-04

Active Managers %

54%

Green >= 70% active managers

-16% below target

🕒 **SIG-03 fired:** 46% of managers gave no recognition in the last 30 days

Managers who do not recognise are managers whose teams feel unseen. **Participation modelled at the top flows down.** Teams mirror their leaders.

ACT-03: Targeted nudge to inactive managers. Cadence reminder at day 14 and day 21 of inactivity.



The Control Room, One View. Every Sunday.

Signals are computed nightly and ready before Monday's meeting. Executives read snapshots, never wait on live processing.

Snapshot-based architecture

Every KPI is computed nightly by a scheduled job and stored as an immutable snapshot. The Control Room page loads instantly, with no waiting for data to process.

The Executive 12 (of +112)

While the platform tracks over +112 unique data widgets, this tailored view highlights your twelve core governed metrics. No metric renders without a defined business question and consumer.

Signals fire automatically

Signals (SIG-01 to SIG-05) are derived from metrics. When a threshold is crossed, the signal fires, a recommendation appears, and a Decision Note is created if leadership acts.

Designed for weekly rhythm

Sunday brief is auto-generated: wins, risks, signals, recommendations, KPI deltas, confidence, and freshness, in 15 minutes, every week.

CONTROL ROOM, ACME CORP · Q2 WEEK 6

Computed: today 02:14 · All metrics fresh

KPI-01
Participation Rate
73%
+4.2%

KPI-02
Recs per FTE
2.4
+0.3

KPI-04
Active Managers
54%
-8%

KPI-05
Headcount
312
+2

OKR-01
Pace
1.08
On pace

OKR-02
Momentum
-4.2%
Decelerating

OKR-03
Target Progress
73%
On track

ENG-01
Cross-team
41%
-2.1%

RSK-01
Distribution Equity
0.72
Critical

QLT-02
Engagement Rate
68%
+3%

PRD-01
Momentum Forecast
74
Conf: 0.91

PRD-02
Pace Projection
81%
By period end

SIG-02 · CRITICAL
Recognition Concentration

SIG-03 · WARNING
Manager Inactivity

SIG-04 · WARNING
7 Isolated Employees

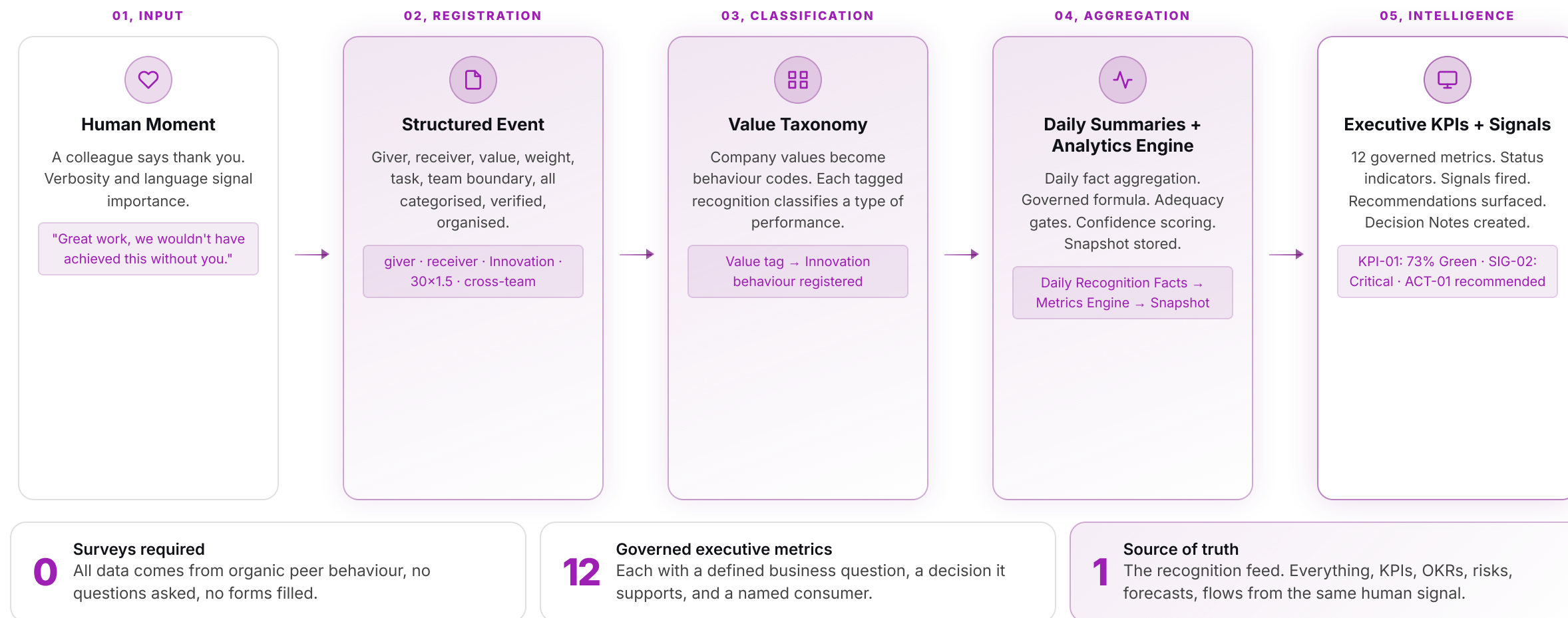
SIG-01 · INFO
Momentum Cooling

[Browse +100 additional widgets in Control Room →](#)

● All 12 metrics fresh · Computed 02:14 · Facts through yesterday

From a Thank-You to a Board Metric.

One system, end to end: from the words people use to thank each other, to the KPIs that run the organisation.





INTENTIONALLY BLANK



Automation

Working Behind The Scenes



Thursday Off. Earned. Automatic. No Manager Needed.

Every week, Wudd identifies who contributed most, based on recognition data, and awards them time. The employee gets an email. The calendar is blocked. Nobody has to remember.

HOW WINNERS ARE SELECTED, WEEKLY

Recognition leadership		50%
Participation rate		20%
Cross-team connections		15%
Company values tagged		15%

TIER A · 1 PERSON

Full Day Off

Top performer, full Thursday

TIER B · 2 PEOPLE

Morning Off

07:00 → 12:00

TIER C · 3 PEOPLE

Afternoon Off

12:00 → 16:00

30 days

Min tenure to qualify

Auto or Manager

Approval mode

Cooldown

Same person, next week

Blackout weeks

Configurable per org

1

Sunday night, winners computed

The previous week's recognition data is scored. Winners ranked and assigned to tiers. No human makes this decision.

2

Monday, email sent to the employee

The employee receives a personalised email telling them which slot they earned, the exact times, and a calendar file to add to their schedule.

To: **Amara Al-Hassan**

Subject: **Your Thursday Off, 17 Apr, Full Day**

Hi **Amara**,

You've earned a full Thursday off this week based on your contributions.

Date: Thursday 17 April · 07:00 – 16:00

[+ Add to Calendar](#)

3

If approval is required, manager notified

In manager-approval mode, the manager receives a separate notification and approves or defers. The employee is informed either way.

Nobody applied. They earned it, and Monday's email tells them.



The Right Message. On the Right Day. Without Anyone Remembering.

Wudd tracks birthdays, work anniversaries, and national holidays for every employee, and sends a personalised message automatically on the day.



Birthday

Employee + spouse + children



Work Anniversary

From 1 year onwards, customisable



National Holidays

Eid, Ramadan, National Day & more



Weekly Digest

Team moments recap, every Saturday

SUN
13

MON
14

TUE
15

Sara's Birthday

WED
16

THU
17

Khalid, 3yr Anniv.

FRI
18

SAT
19

Weekly Digest

Happy Birthday, Sara

To: sara@company.com · Sent automatically at 08:30 · Occasion: birthday

Wishing you a wonderful birthday, Sara.

On behalf of everyone at **Acme Corp**, we want to take a moment today to celebrate you! Not just for the work you do, but for who you are as part of this team.

Please feel free to log off at 2:00 PM today to spend some well-deserved time celebrating with your loved ones. We hope today is a great one.

Sent by **Wudd** on behalf of Acme Corp · Occasions are sent within your configured window (08:00 – 18:00)

Sending window

08:00 – 18:00, configurable

Custom templates

Your brand, your words

Localised

Arabic & English supported

Zero setup per employee

Runs from HR data



AI-Powered Weekend Digest.

A highly personalised end-of-week brief tailored to each employee's performance, location, and family context.

Personalised Performance

Employees receive an automated run-down of the recognition points they earned over the week, actively benchmarked against their company average to reinforce momentum.

Context-Aware

Wudd reads the employee's family context — marital status, children's ages — along with local weather forecasts.

AI Picks the Right Suggestions

GPT reads the profile and suggests family-friendly restaurants, outdoor activities that match the weather, and age-appropriate cinema times.

Delivered automatically

No admin intervention. Thousands of personalised emails are written and delivered before the weekend begins.

Every employee gets the weekend brief an executive assistant would write.

Outlook

Reply Reply All Forward

AC

Have a great weekend, Ahmad!
Acme Corp <digest@acme.corp>
To: Ahmad H.

Thu 3:00 PM

Hi Ahmad,

Congratulations on wrapping up the week! The weather in Riyadh is looking perfect for the weekend (24°C, Clear), so it's a great time to disconnect and recharge.

 **Performance Spotlight**

You earned **45 points** this week (compared to 30 last week). You're trending above the company average of 22 points. Great job!

Here are a few personalized ideas to make the most of your weekend with your wife and two boys (ages 6 and 9):

- **Outdoor Activity:** Take advantage of the clear weather by visiting Wadi Hanifah. The boys will love exploring the trail your son **Hamad** will love it.
- **Family Dining:** Try *The Globe* for a special dinner; they have a very accommodating family section.
- **Cinema:** *Kung Fu Panda 4* is currently playing at VOX Cinemas—perfect timing for a family movie night.
- **Netflix & Chill:** Once the kids are asleep, check out the new season of *The Crown* on Netflix.

Have an amazing weekend!

– The Acme Corp Team



Employees Have Families. We Remember Them Too.

Wudd securely tracks family milestones — spouses' and children's birthdays — so recognition extends to the people who matter most to your team.



Dependent Birthdays

Automated alerts for employee children



Spouse Anniversaries

Thoughtful allowances for couples



Work Anniversary

From 1 year onwards, customisable



National Holidays

Eid, Ramadan, National Day & more

SUN
13

MON
14

TUE
15

Hadeel's Birthday

WED
16

THU
17

FRI
18

SAT
19

A Very Happy Birthday to Hadeel!

To: nasser@company.com · Sent automatically at 08:30 · Occasion: dependant_birthday

Hi Nasser,

We know that today is your daughter **Hadeel's** birthday. Because we care deeply about you and your loved ones, please feel free to leave work **after 12:00 PM today** so you can go prepare and celebrate with her.

We hope the two of you have a fantastic day!

Sent by **Wudd** on behalf of HR · Dependent data synced via HRIS

Dependent data

Sourced directly from payroll

Custom templates

Unique for spouses vs children

Localised

Arabic & English supported



INTENTIONALLY BLANK



Connect

Instant Corporate Communication

Your Team Already Moved to Corporate Email. Their Chats Should Follow.

WhatsApp works for personal life. It was never meant to carry your company's conversations, decisions, and culture. Wudd Connect is the workplace channel, where recognition lives alongside communication.

BEFORE

WhatsApp Groups

- ✗ Personal phone numbers exposed
- ✗ Company owns nothing, data lives on personal devices
- ✗ Nothing is searchable, auditable, or structured
- ✗ Recognition gets buried in noise
- ✗ Employees leave, conversations leave with them

vs

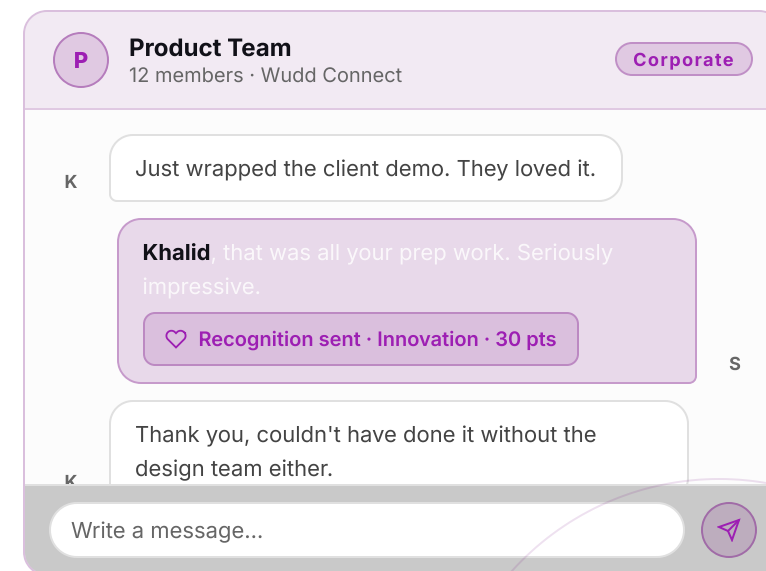
WUDD CONNECT

Corporate Messaging

- ✓ Work identity only, **no personal data**
- ✓ Every conversation **belongs to the organisation**
- ✓ Searchable, **archived**, and auditable
- ✓ Recognition is a **first-class action**, not a buried text
- ✓ When employees leave, **the culture stays**

THE SHIFT THAT ALREADY HAPPENED ONCE

Fifteen years ago, companies replaced personal email addresses with corporate ones, not because Gmail was broken, but because **professional communication needed to live inside a professional system**. The same shift is overdue for messaging.



Every recognition sent inside Wudd Connect is **captured as a data point**, tagged, weighted, and counted toward the performance record. The conversation and the signal are one.

Designed for Every Scope.

Wudd Connect dynamically routes messages to individuals, groups, or entire departments, seamlessly.

Tariq Qassim
online

Hey Tariq, the Q3 Market Entry Strategy for the Ministry is finalized and ready for review!

10:42 AM ✓

Mins_Q3_Strategy_Deck.pdf
2.4 MB · PDF Document

10:43 AM ✓

Great job Ahmed! This is a massive milestone for the engagement. 🚀

10:45 AM

I'll share the deck with the steering committee right away. Let me know when you are free for a sync.

10:46 AM

Will be free around 1 PM. Sound good?

10:47 AM ✓

Strategy Consulting Div
Ahmed, Tariq, Layla...

Team, the financial modeling for the merger has finally been approved by the client! 🎉

11:00 AM ✓

Financial_Modeling_Q3_V4.x...
4.2 MB · Excel Spreadsheet

11:01 AM ✓

Tariq Qassim ~ Engagement Manager

Reviewing the finalized figures now. Margins look excellent. Great to have this over the finish line.

11:02 AM

Layla Hassan ~ Principal Partner

The projections were flawlessly presented. Spectacular consulting work everyone! I'll brief the partners this afternoon.



INTENTIONALLY BLANK

Promotion Engine

Data-Driven Career Progression



The Engine Already Scored You. If You Want to Know Now, Just Ask.

Employees can apply for promotion on demand. The engine evaluates in real time. If you're not ready, the system rejects the application and hands you a Growth Blueprint. If you are, it forwards you to HR, with evidence, not advocacy.

EMPLOYEE DASHBOARD, TRANSPARENT MODE

YOUR PATH TO SENIOR ENGINEER

LIVE

Execution		68
Influence		54
Culture		76

65.3

PVS · Threshold 75

Confident you're ready? Submit an application and we'll evaluate you right now.

Apply for promotion

Not ready yet, a Growth Blueprint has been created for you

Your score of **65.3** is below the threshold of **75** (gap of **9.7**). Weakest pillar: **Influence**.

Cooldown · 30 days

Blueprint generated

Re-apply sooner by completing it

1

Employee taps Apply

Optional rationale textarea (up to 2,000 chars). HR sees it only if the application is forwarded. No approval chain, no email threads.

2

Real-time evaluation

The same scoring pipeline runs: EI · NIT · CA pillars, role-profile weights, tenure ramp, data-confidence factor. No shortcuts. Seconds to answer.

3

Branch on threshold

One decision. Deterministic. Versioned weights. Full audit trail logged as **Application Submitted**, **Application Auto-Rejected**, or **Application Forwarded**.

× BELOW THRESHOLD

Auto-rejected

Growth Blueprint generated with pillar-specific badge targets · **30-day cooldown** · Emailed feedback with the exact gap · Cooldown bypassed if Blueprint is completed.

✓ AT OR ABOVE THRESHOLD

Forwarded to HR queue

Queue entry created with **Self-Nominated** tag · HR sees the rationale · Ranked by composite priority alongside auto-evaluated candidates.



Before the Engine Touches a Single Employee, HR Calibrates It.

Shadow mode runs the scoring silently across every employee. HR flags where the model disagrees with their judgment. The system searches ~200 weight combinations to align.

Only when HR is satisfied does the engine go live.

01, RUN SHADOW



Scored Silently

Every employee is scored against their role profile. Nothing published. Nothing visible to the workforce.

312 employees evaluated · Shadow Mode On · no notifications sent

02, FLAG DISAGREEMENTS



Human Judgment In

HR reviews the ranking and tags cases where the model's answer does not match their read of the person.

↑ should be higher ↓ should be lower
✗ should not appear

03, GET SUGGESTIONS



Weights Re-Searched

The calibration service scans ~200 weight combinations across execution / influence / culture and returns the set that best aligns with HR's flags.

CURRENT SUGGESTED
0.40 · 0.35 · 0.25 → 0.30 · 0.45 · 0.25
Alignment 0.87

04, ACTIVATE



Engine Goes Live

HR accepts the weights. Shadow scores become real. The queue begins receiving decisions. Every step is audited.

Shadow Mode → Off · Engine Active · decisions now flow to Approve / Defer / Veto



HR sign-off gate, engine cannot activate without a completed shadow run.



Weights are versioned, every change logged with approver, reason, and timestamp.



No employee is touched during calibration, it runs entirely in the dark.



You Already Have The Data. Let The Engine Decide Who Rises.

The Promotion Value Score (PVS) bypasses traditional manual reviews by parsing thousands of peer-to-peer recognition data points. HR simply governs a deterministic, real-time queue built from undeniable, everyday employee feedback.

HOW PVS IS COMPUTED

PROMOTION VALUE SCORE		Amara Al-Hassan · Senior Engineer	
AXIS	SCORE	WEIGHT	CONTRIB.
Execution (EI)	82	× 0.40	32.8
Influence (NIT)	76	× 0.35	26.6
Culture Alignment (CA)	68	× 0.25	17.0
Weighted subtotal			76.4
× Tenure factor (3 yrs in role)			× 1.05
PROMOTION VALUE SCORE			80.2

Formula: $PVS = (EI \times \text{Execution Weight} + NIT \times \text{Influence Weight} + CA \times \text{Culture Weight}) \times \text{Tenure Factor}$
Weights are set per **role profile**, the bar for an engineer is not the bar for an ops lead.

HR QUEUE, RANKED BY PVS

PROMOTION QUEUE · Q2 CYCLE		Budget: 5 slots · 12 candidates		
1	Amara AI-Hassan Senior Engineer · Engineering	80.2	HIGH	APPROVE DEFER VETO
2	Khalid Ramadan Ops Lead · Operations	76.1	HIGH	APPROVE DEFER VETO
3	Lina Yousef Product Manager · Product	72.9	MEDIUM	APPROVE DEFER VETO
4	Tariq Nabil Finance Analyst · Finance	71.4	MEDIUM	APPROVE DEFER VETO
Every decision logged · Approver · Reason · Timestamp				Audit trail immutable

No more subjective performance reviews. You already have the data.
The engine actively parses peer interactions to organically surface rising leaders.



INTENTIONALLY BLANK



Succession Supervisor

Automated Talent Continuity

The Successor Always Claims Ready. The CEO Can't Prove It.

When a manager is due for promotion or a team needs bench strength, self-assessment is not a valid signal. Every successor says they're ready. A busy CEO cannot evaluate each claim one by one.

WHAT THE CEO RECEIVES

S Sarah, Senior Engineer
Candidate · Ops Lead successor

Hi, I wanted to follow up on the Ops Lead opportunity.

Today, 10:42 AM

I've been **covering for my manager for 8 months**. I understand the systems. I'm ready to step in.

Today, 10:43 AM

The team trusts me. I've handled everything when he's been away.

Today, 10:44 AM

☐ Not falsifiable. Not measurable. Not defensible.

QUESTIONS THIS MESSAGE CAN'T ANSWER

☐ How many real incidents has Sarah resolved **alone**, with zero escalation?

☐ Which parts of the job has her manager actually shown her, and which has he **kept to himself**?

☐ Is the manager **stalling** her development because he's protecting his own seat?

☐ If Sarah leaves in 6 months, was this succession **real**, or gamed on paper?

WUDD REPLACES THE CLAIM

Every readiness statement becomes a **measurable metric**. The CEO sees the answer, not the claim.

Every Milestone Carries a Metric, Or It Cannot Save.

The manager lists 3–4 core skills the successor must master. AI breaks each skill into 4–8 milestones. Every milestone must have a measurable data binding and a target threshold. Vague milestones are rejected by the system, not reviewed by a human.

REJECTED, VAGUE PROSE

×

CANNOT SAVE

"Sarah understands financial modeling."

No Metric Binding · No Target Threshold

Unverifiable, who decides if "understands" is met?

×

CANNOT SAVE

"Sarah can lead the team."

No Metric Binding · No Target Threshold

Subjective, manager's opinion, not evidence.

ACCEPTED, MEASURABLE TRACKING

✓

SAVED

"Sarah independently leads ≥ 8 M&A financial audits with zero partner escalation in the last 6 months."

Metric: Audits Led with No Escalation

Filter: Category, M&A Audits

Window: 6 Months

Target: ≥ 8

✓

SAVED

"Sarah has received ≥ 12 cross-team recognitions tagged Leadership in the last quarter."

Metric: Cross-Team Recognitions Tagged

Filter: Tag, Leadership

Window: Quarter

Target: ≥ 12

STEP 1, MANAGER SETS READINESS MODE

⚡

Active Promotion

Manager departure scheduled. Pipeline has a deadline.
Nudges + HR alerts at full cadence.

🛡️

Bench Strength

Insurance only. Nudge cadence halved. HR alerts suppressed.
ETR is a readiness indicator, not a deadline.

STEP 2, AI FORECAST

Total milestones

28

ETR (estimated time to readiness)

14 mo

Pacer rate

2.0 / mo

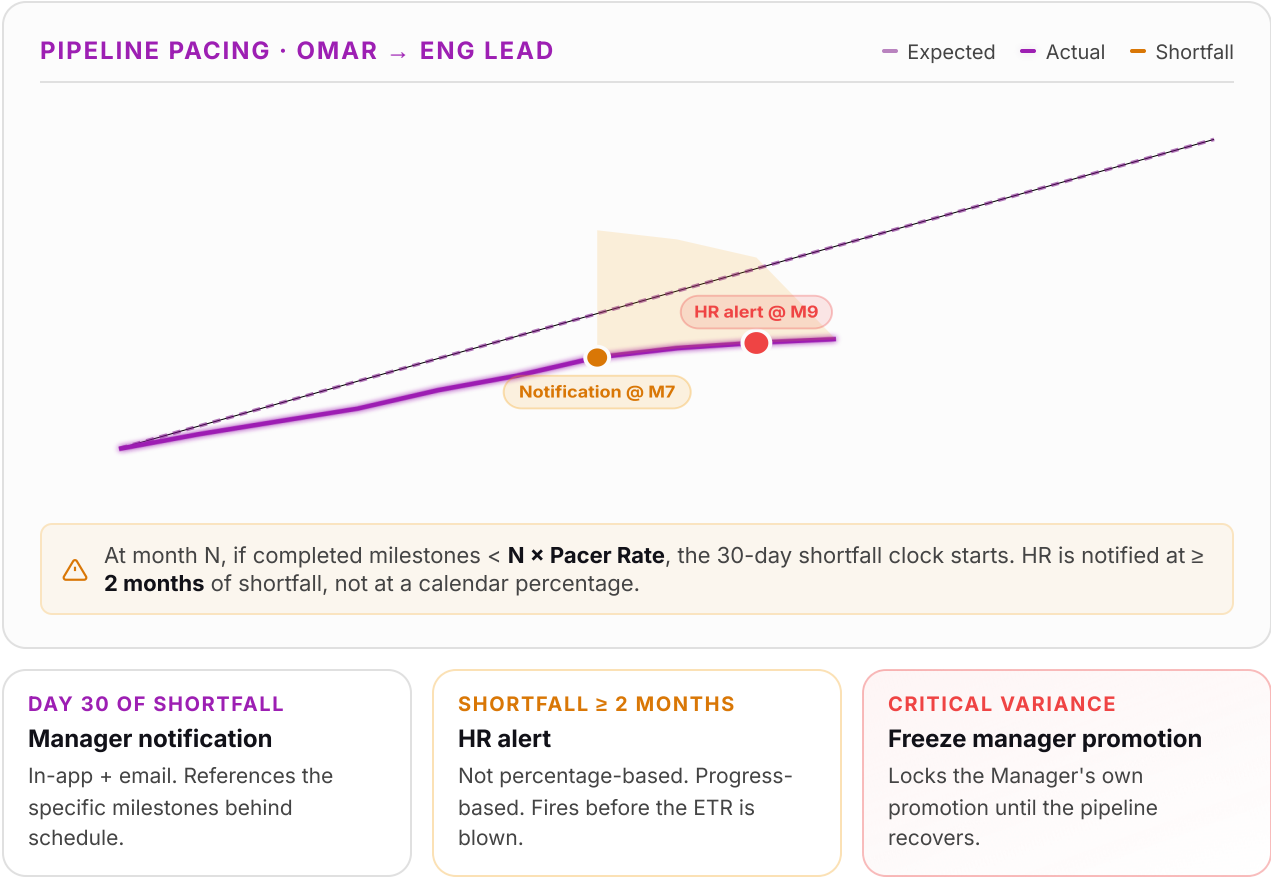
Formula:

Pacer Rate = Total Milestones ÷ ETR

Every month the manager must answer at least Pacer Rate × Month N milestones, or the shortfall nudge fires.

Progress Tracking, Month by Month.

Waiting for a missed deadline fires an alert after the damage is done. Wudd tracks progress monthly and flags shortfalls early. When the successor is ready but the manager is stalling, the system tells on the manager.



THE PROTECTIONIST-MANAGER LOOPHOLE, CLOSED

AUTO-ALERT · SUCCESSOR READY, MENTOR DELAYING

Sarah's readiness score just crossed **100%** of threshold. Her manager's dossier is at **47%**.

SUCCESSOR SELF-SCORE

103%

Computed from her milestone metrics

MANAGER DOSSIER

47%

13 of 28 milestones answered

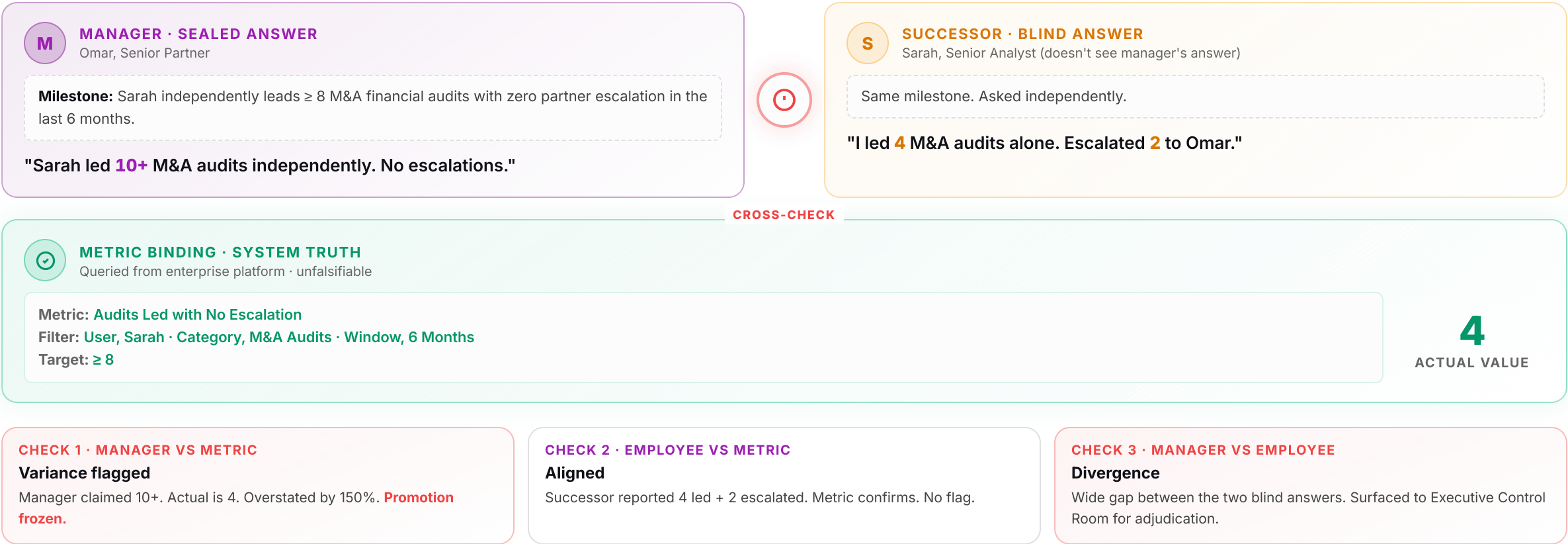
Alert fires to HR: "Successor ready, mentor delaying." The senior can no longer keep a successor dependent to protect their own seat, the math catches the protectionism.

The successor sees her own score at any time.

If she's ready and her manager isn't moving, HR knows, automatically.

Manager's Answer. Employee's Answer. The Metric. Disagreements Surface Automatically.

Once the dossier is sealed, Wudd runs three parallel validations. Neither party knows the other's answers. The check runs symmetrically on both sides — an employee overstating is caught by the same mechanism that catches a manager overstating.





Two Surfaces for the CEO. Nothing Else Reaches the Inbox.

The CEO never sees a stream of per-milestone traffic. One-liner per pipeline. Alerts fire only on real exceptions. And if the successor resigns within 6 months, the manager's succession obligation re-opens.

SURFACE 1, THE WEEKLY ONE-LINERS

SUCCESSION PIPELINES · ACME CORP

7 active · 2 exceptions · computed 02:14

Sarah → Ops Lead · 67% ready, on pace, no variance

ON TRACK

Omar → Eng Lead · 23% ready, 3 months behind, 4/10 milestones show manager-claim variance

FROZEN

Lina → Product Lead · 104% ready, mentor dossier 47%, successor ready, mentor delaying

BLOCKED BY MENTOR

Tariq → Finance Head · Bench mode · 54% ready, no deadline

BENCH

Hana → Marketing Head · 88% ready, on pace, no variance

ON TRACK

Click any one-liner to drill into milestones. Nothing pushes into the inbox without meeting an exception

Snapshot · not live data

SURFACE 2, THE FOUR ALERTS

Pacer shortfall ≥ 2 months

Manager has missed two months of expected progress. ETR at risk.

Critical integrity variance

Manager or employee claim diverges from metric. Manager's promotion frozen.

Successor ready, mentor delaying

Successor score ≥ 100%, manager dossier < 50%. Protectionism caught.

TRIGGER 4 · CLAWBACK

Successor resigns within 6 months of manager's promotion.

The manager's succession obligation **re-opens**, they must mentor a new successor before their next promotion cycle unlocks. The "vacuum fix" succeeded on paper but failed in practice; the record reflects that. Closes the failure mode where a manager games the system by training someone who was planning to leave.

The CEO reads one-liners. The system handles the rest, and tells on itself when something breaks.

43

Three Guarantees. That's What Makes the Process Fair.

Frozen weights, measurable metrics, and logged overrides are mandatory. Together, they transform the algorithmic framework into a transparent, culture-building foundation that HR, employees, and executive leadership can completely trust.

GUARANTEE 01

Frozen weights, per role.

The GPT run that produced a role's weights is **snapshotted**. Every employee evaluated under that profile uses the same weights, even if the live model drifts later. The employee can see which snapshot governs their evaluation.

Frozen Snapshot: Q1 2026 · Engineering Seniors
Model drift does not retroactively re-score anyone.

GUARANTEE 02

Objective, measurable milestones.

Succession decisions rely entirely on data, not descriptions. Every milestone requires a specific **Metric Binding** and **Target Threshold** at creation; the system automatically rejects any vague criteria.

Metric: Incidents Resolved with No Escalation
Target: ≥ 8 in 6 Months
A specific metric Wudd can track without human interpretation.

GUARANTEE 03

Every override is logged.

If HR bypasses the algorithm, the **Promotion Audit** log captures the **reason**, **approver**, and **timestamp**. Whether approved by the algorithm or by a human override, both paths are transparent, documented, and fundamentally fair.

Result: Bypassed
Approver: HR Director
Reason: Strategic retention, documented

MISSING ANY ONE

The framework is **aspirational, not actionable**. Weights can drift. Decisions hide inside prose. Overrides disappear. It actively damages employee trust and company culture.

ALL THREE TOGETHER

The framework builds **deep trust**. Monthly fairness and calibration audits sit in the Executive Control Room. Systemic variance flags block the next cycle until HR acknowledges.



It all starts with a "Thank you".

● wudd.net