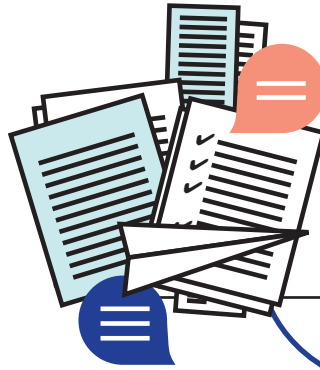# THE memra PROCESS

1. source

Your organization sends Memra a digital or recorded file of "text", along with relevant employee information, for analysis. Possible sources?: e-mail, Slack, Yammer, interviews, engagement surveys, exit surveys, meeting recordings, etc.
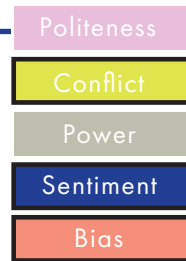
2. organize

Memra software organizes your text into a structured collection of language samples ready for analysis.

3. select

Based on your organization's project goals and the nature of your text, Memra's linguists select the appropriate dimensions for analysis.
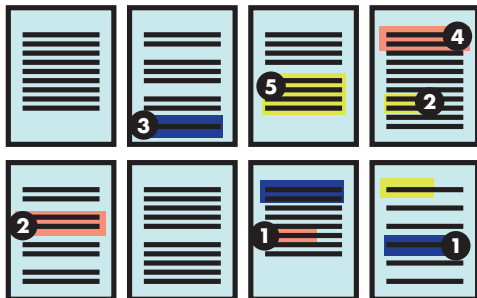
Politeness
Conflict
Power
Sentiment
Bias

4. identify

Memra's software breaks down your collection according to the linguistic key features that are characteristic of each selected dimension.

5. review

Memra's Linguists review how the software has analyzed the collection and assign each identified linguistic feature of the text a value.

6. analyze

Based on the Linguist's review, Memra's software assigns an overall dimension "score" for each sentence within the collection. The sum of the scores produces the final assessment of the entire collection: how did we score on bias? Power? Conflict?

Conflict
2 5 3 1 5

Sentiment
3 1 2 3

Bias
4 1 2 2 1

7. conclude

The language scores from Memra's software are compared to relevant employee information. This allows the linguistic analysis to provide meaningful workplace insights: how did the marketing team score on conflict compared to other departments; how men over 40 score on bias dimension compared to other demographics; how did Manager X score on politeness and sentiment compared to the people he manages.
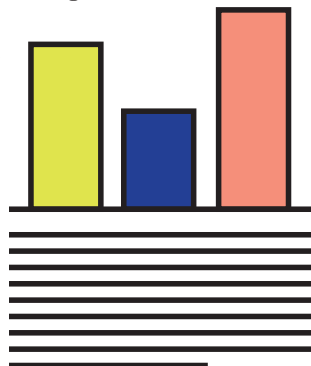
8. act

This data analysis process can identify areas of both success and failure in your organization. The insights that come from language analysis are nuanced and specific, and they require concrete next-steps on the part of your organization. Memra is here to help you understand the areas and groups of people that need extra attention, and to give language advice when relevant.