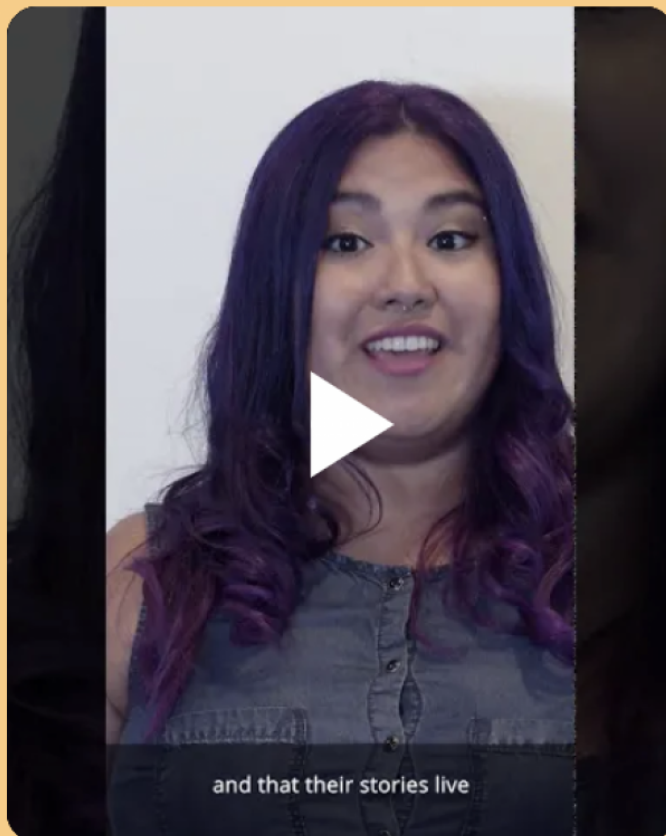


Jaago launches app aimed at making D&I initiatives at companies effective by harnessing the superpower of Empathy

In six minutes a day, Jaago helps build more inclusive companies that support employee happiness, increase retention, and deliver better value to their customers.

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Seattle, Dec 17, 2020 ([Issuewire.com](https://www.issuewire.com)) - Jaago (wake up in Hindi) is a Seattle based startup that has launched an application for Apple and Android devices to help employees recognize unconscious biases, practice equity and inclusion skills daily, and build the superpower of empathy.

Companies are increasingly spending more money on diversity, equity, and inclusion initiatives and training(1). However, the impact of many of these programs remain small(2). It is becoming increasingly evident that annual trainings need to be supported through more habit-forming opportunities to practice inclusion skills. In 2020, the global pandemic and the elevation of the Black Lives Matter movement have led companies to realize the criticality of effective D&I initiatives and an inclusive culture. Empathy is getting mainstream attention from various business and political leaders as a key behavior that supports these shifts in culture. As comedian Chelsea Handler asked during her HBO Max special Evolution- "How do you build empathy? Is there an app for that?"

Jaago has launched an app for employees to build empathy as a habit using crowdsourced short video stories. The application enables all employees to privately watch short (3 minutes or less) relatable stories focused on various themes, practice empathy through brief reflection exercises, and track their measured growth. Companies will have access to their own private library so employees and leaders can share their internal stories and build a stronger culture, break down team silos, and demonstrate vulnerability as a strength. Each company will have their own Jaago scores that they can publicly share to show their commitment toward D&I and their action-driven growth.

"Empathy helps increase employee retention and deliver better financial results, by improving your teams' happiness and engagement. It is as essential as information security", says CEO & Co-Founder Kevin Shah. "Empathy has been my superpower, and we believe it can create a world where people seek to understand one another. We can actually reduce the polarization in our communities."

Jaago is applying various techniques and insights from [peer reviewed research](#) and studies. Ryan Driscoll, Jaago's Empathy Science Lead, explained - "The exciting thing is that the science tells us that empathy is a skill that we can develop. However, like all skills, you need to practice it regularly to build it. By combining brief stories from diverse perspectives with reflection, we aim to make it easy and engaging to turn empathy into a daily habit."

By engaging with Jaago, employees are exposed to new ideas that can help companies recognize their biases and deliver more inclusive products and services. Companies can deliver a differentiated customer experience by leveraging the superpower of empathy.

Jaago is starting beta trials with several companies and is offering a free month trial for organizations to experience the superpower of stories and empathy. Jaago is offering non-profit organizations their first year free to help create a stronger culture focused on social impact. The app is currently available for download and open to anyone who wants to share their stories and practice empathy.

Jaago's website: <https://jaago.life> Press & Media enquiries: media@jaago.life

Jaago LLC. is a privately held limited liability company registered in Washington state in 2020.

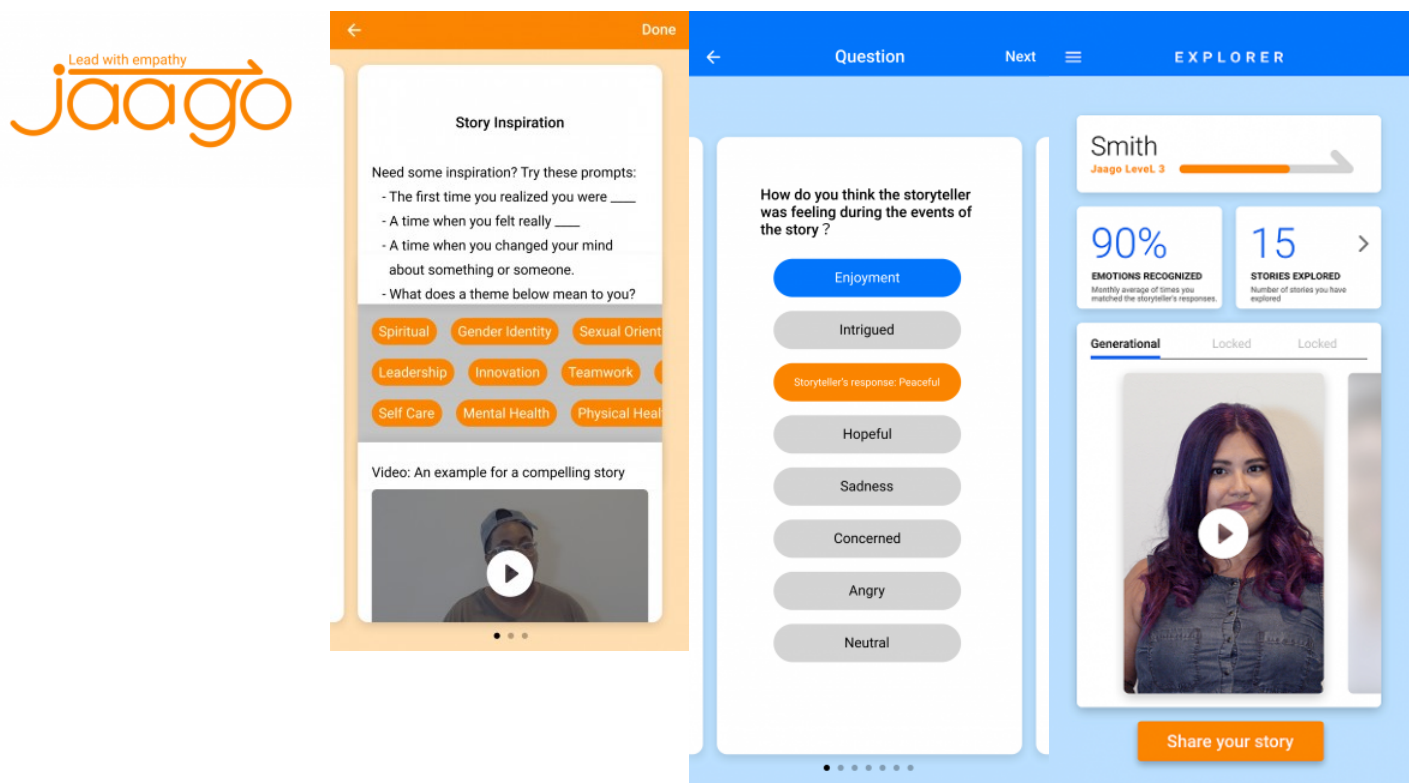
(1)[Source](#)

(2)[Source](#)

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