

# Cratic.ai Webinar



**Recorded Date:** November 19, 2025

**Time:** 9:00 AM – 10:00 AM (PST)

**Speakers:** Israel Beck, Founder & CEO, Cratic.ai

## About This Webinar

Culture isn't just a buzzword – it's a performance driver. According to McKinsey, organizations with strong, aligned cultures outperform peers by more than 200%, yet most "culture initiatives" stall after pizza parties, swag, or another employee survey.

Join Israel Beck, Founder & CEO of Cratic.ai, along with SafetyNow and HR Insider, for a powerful conversation on how AI is transforming the way companies build engagement, trust, and accountability – and how you can start seeing measurable culture change in as little as 60 days.

You'll learn:

- Why engagement and culture programs often fail (and what to do differently)
- How AI can help leaders uncover hidden culture gaps before they affect performance
- Real-world case studies showing how companies like Baytex Energy turned declining morale into 400% stock growth
- How to use "micro-huddles" and automated insights to improve eNPS, retention, and productivity

## Who Needs To Be There?

After years with KPMG and PwC helping organizations cut costs and streamline strategy, Israel set out to solve one of business's hardest challenges – making culture measurable and scalable. Today, Cratic helps large organizations transform their culture and engagement in record time using AI, gamification, and behavioral

science.

**Who should attend:** HR leaders, safety managers, and executives looking to strengthen engagement, improve performance, and reduce turnover.