

From the Matrix to Reality

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Is your organization based on trust, or does it just pretend to be? Gallup research shows that employee engagement is only 8 percent. In Poland, as much as 68 percent of GDP is consumed by transaction costs—largely due to a lack of trust. This is the price we pay for inauthenticity, pretense, and avoiding difficult conversations.

The truth in companies is often hidden under a blanket of correctness, convenience, and fear of conflict. Employees fill out surveys “by the book,” saying what is expected of them, not what they really think. Leaders and HR professionals, although increasingly aware of this game, do not have the tools to break free from it. And without truth, there is no real change, only the illusion of management.

This is where Truler comes in — a groundbreaking platform developed by BizYou and researchers from Nicolaus Copernicus University.

“By analyzing over 500 speech samples, we achieved 80 percent effectiveness in identifying sincerity and 81 percent in detecting self-deception. It's a good start,” says Katarzyna Lorenc, member of the BizYou management board and originator of Truler.

This is not just another HR tool, but a new quality in organizational diagnosis. Truler allows you to stop playing games and start an authentic dialogue, facing the truth about yourself. It gives leaders and HR professionals data that not only describes how things are, but also shows what needs to be changed to build an environment of genuine trust and psychological safety. It will support development at the individual, team, and organizational levels.

In a world of convenient phrases and corporate slogans, honesty is becoming not a luxury, but a necessity. Truler is an invitation to a courageous conversation. Coming soon for testing—for those who have the courage to see how things really are.

(10 min)