



PEOPLE POTENTIAL

BROCHURE

Conversational Intelligence



Haven

AI Conversation Partner

*Powered by **FeedbackRocket's** established research expertise, Haven is the AI platform that enables Conversational Intelligence — combining credible research methodology with AI-led conversation to surface meaning, insight, and action at scale.*

SOMETHING UNUSUAL HAPPENS WHEN YOU DO THIS

The conversation itself is the intervention.

Most surveys are obligations. You complete them because you have been asked to, because there is an incentive attached, or because declining feels harder than participating. You answer in the order the questions appear, submit, and move on. Nothing lingers.

This is different.



People who take part in a Conversational Intelligence engagement consistently report something that does not happen with conventional research: they finish and feel better than when they started. Not because the questions were easy, or because difficult territory was avoided — often the opposite. But because, for the first time in a long time, the conditions existed for them to think clearly about what they are experiencing, without agenda, without the performance of a group setting, and without the pressure to have an answer before they have had the space to consider the question.

**PEOPLE POTENTIAL**
Conversational Intelligence

— SOMETHING UNUSUAL HAPPENS WHEN YOU DO THIS

The conversation itself is the intervention.

Performance breaks at the point where **what's measured** and **what's felt** stop speaking to each other. This is the work of putting them back in conversation.

WHAT'S FELT

THE CONVERSATION

WHAT'S MEASURED



Two channels — **what's measured** and **what's felt** — brought back into a single conversation. That meeting point is where the work happens.

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• CONVENTIONAL RESEARCH

Most surveys are obligations

You complete them because you've been asked, because an incentive is attached, or because declining feels harder than taking part. You answer in the order the questions appear, submit, and move on. **Nothing lingers.**

• CONVERSATIONAL INTELLIGENCE

This is different

People consistently finish and **feel better than when they started** — not because the questions were easy, often the opposite, but because the conditions existed to think clearly: without agenda, without the performance of a group, without pressure to answer before considering the question.

“*This is the first time I've done a survey and enjoyed it. I felt gratitude for being able to do it — and I don't even work there.*”

— The person testing the configuration for a client

Gratitude is not what a data-collection instrument produces. It is what happens when a person feels genuinely seen and heard in a context that rarely offers either.

Not primarily a diagnostic tool — though a precise one.
It is a way of *pulling people closer.*

01 To their own experience, with the space to consider it.

02 To colleagues who are quietly carrying the same thing.

03 To the organisation asking the question in the first place.

Two channels — what's measured and what's felt — brought back into a single conversation.

“This is the first time I've done a survey and enjoyed it. I felt gratitude for being able to do it!” “I was quite sad when it finished — I went back and added more!”

— PARTICIPANTS

Gratitude is not what a data-collection instrument produces. It is what happens when a person feels genuinely seen and heard in a context that rarely offers either — a different category of experience, with consequences that run well beyond the quality of the data. This is why Conversational Intelligence is not

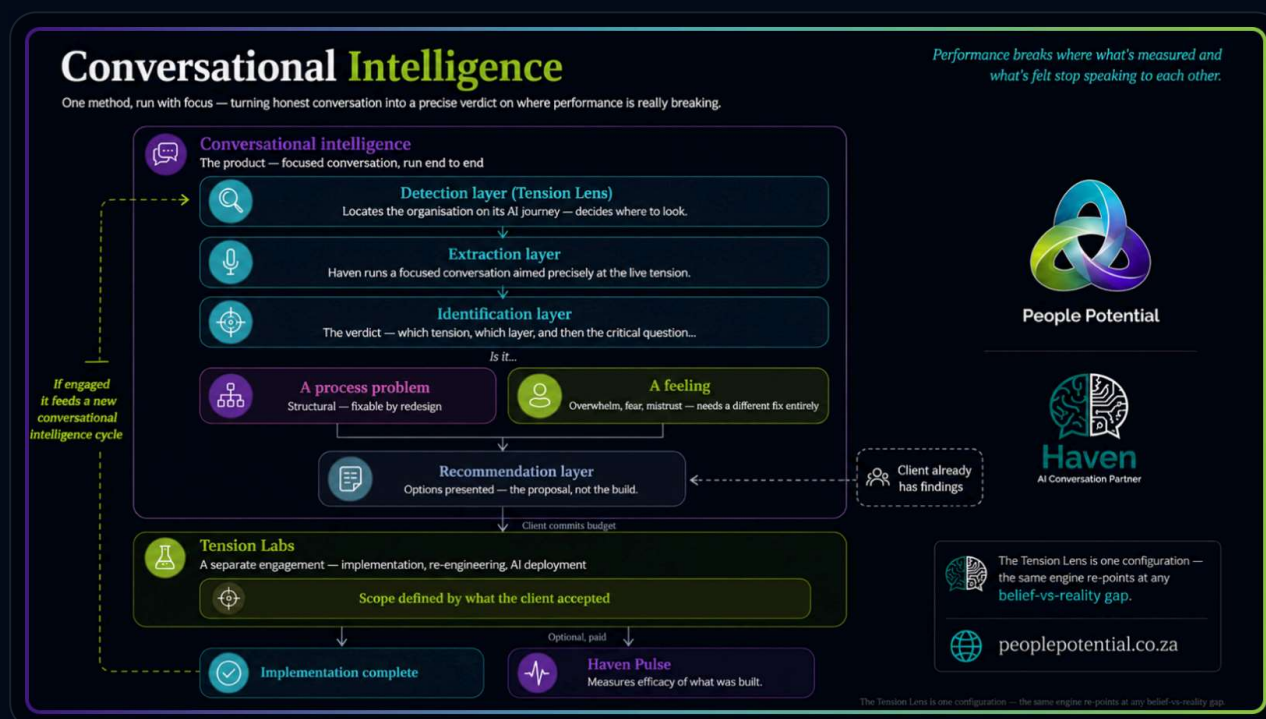
primarily a diagnostic tool, though it is an extremely precise one. It is a way of pulling people closer: to their own experience, to colleagues carrying the same thing, and to the organisation asking the question in the first place.

THE SYSTEM, AT A GLANCE

From concept to implementation

Now that we have introduced the idea of Conversational Intelligence, the next question is: what does this look like in practice? To make it tangible, we can follow the full implementation journey from start to finish — several moving parts, each turning conversation into insight, and insight into action.

We begin by understanding the key components: how we decide what to focus on, how conversations are initiated, how meaning is extracted, how patterns are identified, and how recommendations are ultimately shaped.



The full system — one method, run with focus, from the Detection Layer through to Tension Labs.

Once these moving parts are clear, we can apply the process to a specific challenge: how Haven helps detect the tensions inside an organisation that may prevent the successful implementation of AI. These tensions sit beneath the



surface — in people's fears, assumptions, expectations, levels of readiness, leadership alignment, trust in technology, or uncertainty about how work may change.

This is where the Detection Layer begins.

ONE ENGINE, MANY QUESTIONS

The Tension Lens is a configuration, not a fixed product.

Everything in this brochure focuses on one application: the tension between human judgment and AI automation — the most urgent belief-versus-reality gap most organisations face right now. But the underlying engine — focus a real conversation, extract it through Haven, identify the verdict, recommend a path — was never built to ask only one question.

IN FOCUS HERE

AI adoption tension

Where leadership believes AI is helping, and the workforce experiences something closer to overwhelm or quiet resistance.

RE-POINTED

Promise vs experience

Where the brand promise leadership signs off on and what customers live through have quietly diverged.

RE-POINTED

Any belief-vs-reality gap

Culture statements vs lived culture, change-readiness vs actual readiness, strategy clarity vs frontline understanding.

This is reverse research applied forward: the same method that diagnoses today's most urgent gap can just as easily be turned toward tomorrow's open question — before it becomes urgent at all.

THE MOST URGENT APPLICATION RIGHT NOW



You can achieve full AI adoption and zero ROI.

Login rates climb. Roll-out milestones tick over on schedule. Leadership reports the AI initiative a success. And the business problem it was meant to solve sits completely untouched.

That gap exists because adoption and resolution are two different things — and most organisations are only measuring the first one.

ADOPTION

- Login rates and usage stats look healthy.
- Roll-out milestones complete on schedule.
- Leadership reports AI adoption as a win.
- The underlying business problem stays untouched.

RESOLUTION

- The specific tension is named and located.
- Evidence shows process or people, clearly.
- An intervention is prioritised, with metrics.
- The problem AI was meant to solve is closing.

WHY THIS HAPPENS

Tools get deployed before the tension gets named.

Every organisation adopting AI is navigating the same handful of underlying tensions — between human judgment and automation, speed and quality, centralised control and frontline empowerment, the comfort of certainty and the reality of an ambiguous market.

These tensions aren't a sign that something has gone wrong — they're the normal cost of change. What goes wrong is leaving them undetected. An undetected tension doesn't sit still; it resurfaces later as resistance, rework, attrition, or a rollout that's technically complete but somehow isn't delivering.



Human–AI relationship

Trust, judgment, dependency, and where tacit expertise resists being made explicit.

Organisational design

Who has real decision authority, and what happens to honesty when accountability outruns safety.

Execution rhythm

Speed against quality, standardisation against the flexibility a real situation demands.

THE METHOD

The Tension Lens finds it. Conversation reveals what it is.

A conversation with no clear focus — however intelligently it's run — just produces a more sophisticated version of the same dashboard problem: more words, no more meaning. The value isn't that the conversation is AI-powered. The value is that it's aimed.

The Tension Lens is the methodology that does the aiming. It locates where an organisation sits on its AI journey, then identifies which two or three tensions are actually live right now. That focus becomes the brief for a structured, AI-led conversation — delivered through Haven — run with your people, in their own areas of expertise, in their own words.

01 Tension Lens

Decides where to look — strategic, tactical, or operational.

02 Extraction

Haven runs the focused conversation, shaped by what the lens found.

03 Identification

The verdict — which tension, which layer, process or emotion.



The same low score can mean two entirely different things.

A low score on any given tension can mean a process is genuinely broken — slow, illogical, costing real time and money. Or it can mean people are overwhelmed, anxious, or quietly afraid of what AI means for their role, while the process itself is fine. Those two situations look identical in a number. They sound completely different in a conversation — and they require completely different fixes.

It's a process

Structural — fixable by redesign.

It's a feeling

Overwhelm, fear, or mistrust — needs a different intervention entirely.

Targeted intervention

Low-effort, high-confidence wins first — building trust and proving ROI before the harder structural work.

A structural problem gets a workflow redesign. An emotional one gets something different: environmental changes, shared language, spaces for people to surface what they are carrying, and a leadership presence that signals this is being taken seriously rather than managed past. These are not soft outcomes. They are the conditions under which everything else works — and without which no process redesign holds.

This is what focus groups cannot provide, what surveys cannot surface, and what traditional interview programmes — too slow, too visible, too performed — have never captured at scale. The emotional signal beneath the friction is frequently the most actionable thing the diagnosis produces, and it is only available through a conversation that is private, adaptive, and unhurried enough to let it surface.

THE OBJECTION



“This will take months.” It doesn’t, anymore.

The instinct to assume a diagnostic like this means lengthy focus groups, a small army of trained facilitators, and a report that lands long after the moment it was needed — that instinct is outdated. It describes traditional qualitative research. It does not describe this.

Conversational Intelligence changes the economics of depth. AI-led conversations run at full organisational scale, simultaneously, without sacrificing the nuance a skilled interviewer would chase.

TRADITIONAL RESEARCH

- Focus groups scheduled around facilitator and room availability.
- Trained interviewers needed for every session, one at a time.
- Weeks of transcription and manual theme-coding before insight emerges.
- A large, costly undertaking reserved for major reviews.

CONVERSATIONAL INTELLIGENCE

- Conversations run wherever and whenever your people are.
- AI-led conversations run at full scale, simultaneously, at the same depth.
- Themes and emotional signal extracted as the conversations happen.
- Right-sized to be a sensible first step, not a last resort.

The result: an engagement with the rigour of qualitative research and the pace of a data pull — fast enough to be a sensible first step before any major AI decision.

WHAT YOU LEAVE WITH



A diagnostic verdict, not a description of symptoms.

01

Friction location

A clear view of which tensions are live right now, and at what organisational layer they originate — strategy, management, or the front line.

02

Lived evidence

Specific, attributable detail surfaced through conversation — the kind no scan or survey can produce on its own.

03

Process-or-emotion verdict

A clear distinction between structural and emotional friction, so the right intervention gets chosen the first time.

04

A recommendation, not a build

Options for what could resolve the tension, prioritised and ready to brief into implementation — whatever form that takes.

THE PARTNERSHIP

Why People Potential and FeedbackRocket?

Conversational Intelligence is a People Potential product, powered by Haven — the AI platform developed by FeedbackRocket. This partnership matters because meaningful insight does not come from technology alone. It comes from the combination of sound research methodology, human-centred organisational understanding, and the ability to turn conversation into actionable intelligence.



People Potential

Deep experience in people, culture, leadership, change, organisational development and AI adoption — anchoring the work in how people actually think, work, respond, resist, adapt and make meaning.

FeedbackRocket

Long-standing experience in research and insight, with the methodological depth to frame credible questions, design meaningful constructs, interpret responses, and surface patterns organisations can trust.

Together, they combine the human and organisational lens with the research and technology lens. This is what makes Conversational Intelligence different: not simply an AI tool that asks questions and summarises answers, but a methodologically grounded, human-centred approach to understanding what people are really saying, what it means, why it matters, and what to do next.

START HERE

Find out where your tension lives.

A first conversation costs less time than the meeting you'll have when this goes unresolved.

Try Haven yourself →

peoplepotential.co.za/conversational-intelligence

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