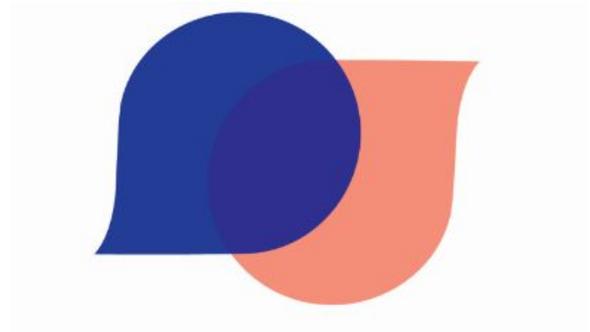
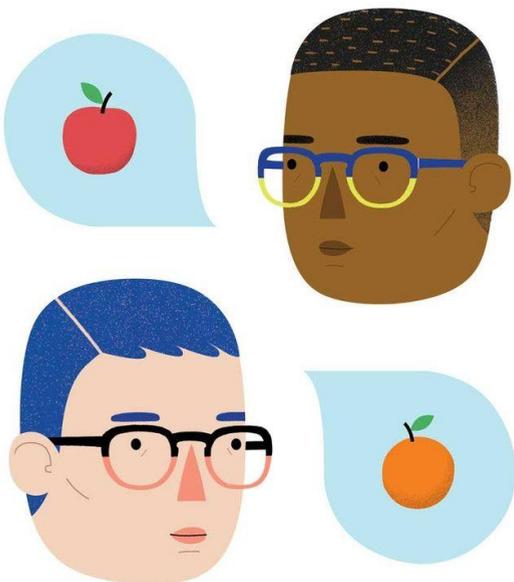


**memra** transforms organizations and people by harnessing the technology they've always had at their disposal, but have never learned to use: language.

## Overview

Memra Language Services is a learning and analytics laboratory that brings sociolinguist research techniques into traditional workplaces to capture and analyze employee language-use.

Linguists who work for Memra use language data to deliver nuanced insights about company culture, employee engagement, manager effectiveness, and team functionality. These linguistic insights are then used to design company-specific, language-based training.



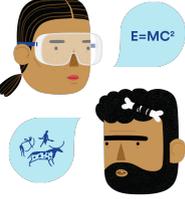
## Team

Memra is a local, female-owned start-up that uses a language-based approach to tackle business challenges.

Founding Linguist, Samantha Beaver, partners with the University of Wisconsin-Madison to hire driven, business-minded graduates from the Language Sciences program.

Memra's mission to make linguistic research techniques accessible to the business community embodies the Wisconsin Idea: that university research should be applied to solve problems and improve health, quality of life, the environment, and agriculture for all citizens of the state.

# Training Topics

 <p>Why Language is the Best Technology Humans have ever Invented</p>	<p>This training takes language out of the world of “communications” and puts it into the world of hi-tech. We explore what it takes to leverage language as a technology we use to get our jobs done, and leave with ready-to-implement strategies for doing so.</p>
 <p>Language &amp; Power</p>	<p>This training is all about how men and women use language to create authority. Specific workplace examples look at linguistic strategies that managers and team leaders use, how this is impacted by gender identity, and which strategies are most effective for different groups.</p>
 <p>Different kinds of English in the Workplace</p>	<p>This training looks at different types of English (black English, gay English, latinx English, etc), explores how norms of “language professionalism” can create feelings of being excluded, and what a team can do to foster a truly inclusive working environment</p>
 <p>Generational Misunderstandings at Work</p>	<p>This training explains how and why language changes over time and what this can mean for business outcomes when multiple generations have to work together. We focus on Young Professional linguistic patterns, create a plan for defining a company standard for internal and external communications.</p>
 <p>Bringing Feelings To Work</p>	<p>This training is about the complicated linguistic task of communicating our feelings. We talk the expectation that “feelings be left at the door” when you come to work, how different groups of people communicate feelings differently, and why you SHOULD bring your feelings to work with you.</p>

## Contact us!

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