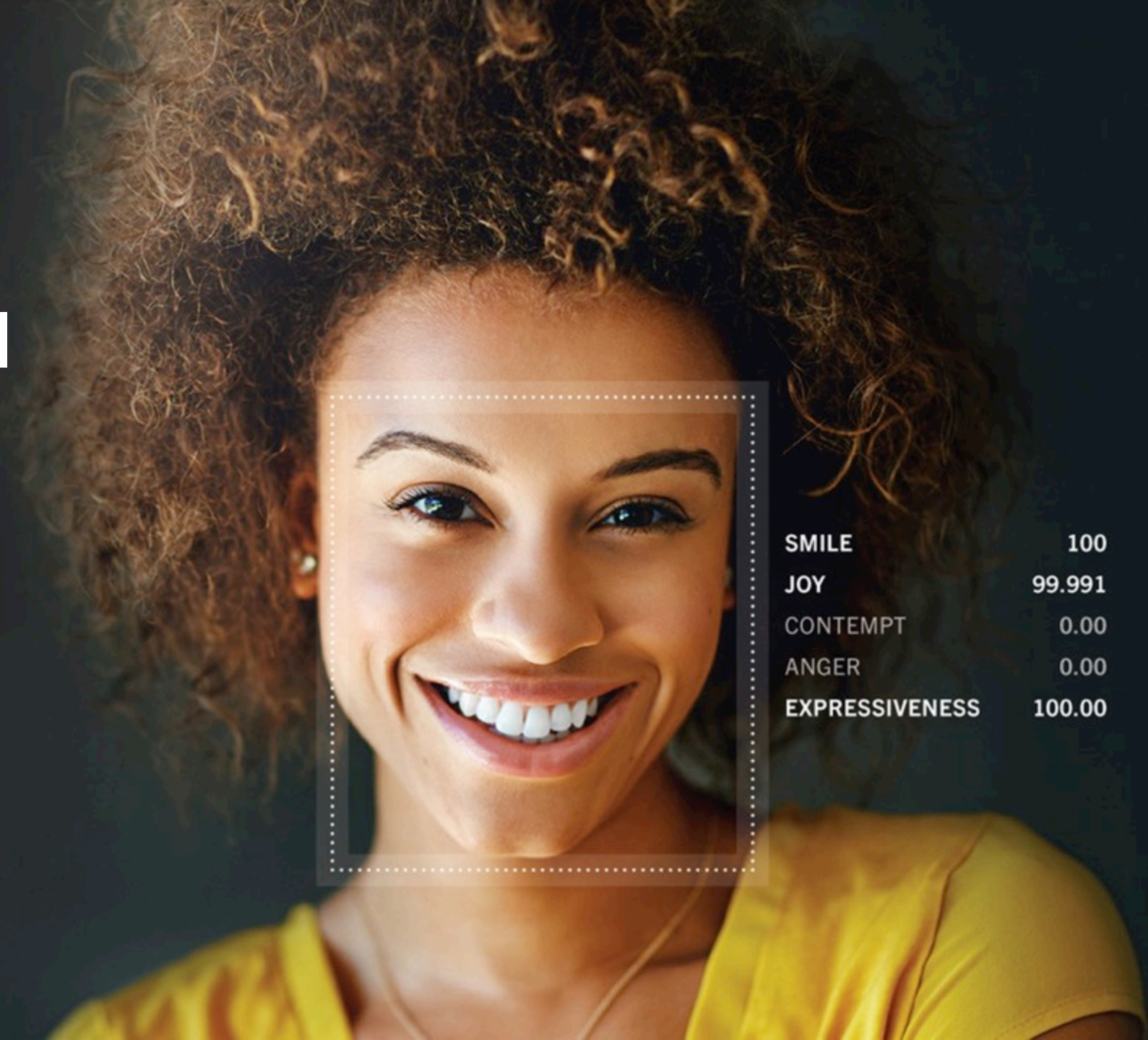


# Creating an Entrepreneurial Culture

—  
Rana el Kaliouby, PhD  
Co-founder and CEO

**:) Affectiva**



SMILE	100
JOY	99.991
CONTEMPT	0.00
ANGER	0.00
EXPRESSIVENESS	100.00



# 6 Best Practices that Foster Creativity and Innovation





#1

Hire People with a  
**can-do attitude**





**Emotion AI Summit 2019**  
October 15<sup>th</sup>  
**Theme: Human-Centric AI**





#2

Empower your Team to  
**Take Ownership and Execute**





#3  
Invest in Your Team's  
**Personal + Professional Success**



# #4 Make Diversity Tablestakes





A photograph of a man and a woman looking upwards, overlaid with a blue tint. The man is on the left, looking towards the woman on the right. The woman is looking up and adjusting her glasses. The text is centered over the image.

**#5:**  
**Have a Purpose**  
and be  
**Mission-Driven**



# #6: Build Your **Support Network** and Ignore the Naysayers





# Join us - We're Hiring!

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Have ideas?

Get in touch:  
[rana@affectiva.com](mailto:rana@affectiva.com)

