

Ex-Intel staffers set out to revolutionize the future of work

BY CHRISTINA FUOCO-KARASINSKI

Former Intel employees Jennifer Coyne and Brian Stinson want what's best for the world's workforce.

So the duo started The PEAK Fleet to impart their knowledge of positivity in the workplace. The company's foundation is built on Coyne and Stinson's values—persistence, empathy, authenticity and kindness (PEAK).

“Whether it's coincidence, serendipity or the appetite is ripe, there is a lot of emerging research about authenticity in the workplace,” said Coyne, a former Intel IT director. “That means something more inclusive, by race or gender, allowing authenticity to thrive. There's this great opportunity here to work with people to change the way their cultures exist. They can take specific actions to move things toward empathy and kindness, help with employee retention, attract talent and make the world a better place.”

The company delivers improved employee engagement, increased innovation, new discovery through inclusion and transformative change through event curation, speakerships, workshops and deep-dive, problem-solving engagements. For more information, visit thepeakfleet.com.

“Employee engagement is not only good for employees,” said Stinson, a Chandler resident and former Intel IT People strategist and manager. “It's good for business. There is a lot of data and says it equates to higher revenue and increased profits. Meanwhile, a lot of research says unfortunately a minority of employees are highly engaged. There are a lot of opportunities to help people with this.”

“It's not always easy, because it's not intuitive. We're dealing with humans, not factories, machines and lines of code.”

The PEAK Fleet includes inventors, entertainers and filmmakers like George Willis, Daniel Lund and Amanda Shurr, progressive educators Dr. Michael Lupro, Cal Stevens and Jeff Hensley, and business intelligence expert Christy Foulger. The PEAK Fleet offers speaking engagements and workshops like “Resistance is Futile: What the Imagined Space Frontier Can Teach Us About Today.” Topics range from employee experience and engagement to innovation through inclusion and cybersecurity culture.

They see the workforce evolving from one that relies upon the employer, to one that focuses on self or freelancing.

“It looks like traditional power is shifting

from traditional employers who had the control because you had to work at a company and had to get benefits and a regular salary,” she said.

“Now, there are more and more freelancers in this emerging gig economy. We're going to help them improve the culture and the engagement. We intend to offer a mix of services where, at the end of the day, there are lots of opportunities to do in-depth work with a client.”



Jennifer Coyne is CEO and co-founder of The PEAK Fleet.



Brian Stinson is COO and co-founder of The PEAK Fleet.

(Photos special to STSN)