

Vera Unveils A Scalable Framework for Human Centered Organizational Transformation

Vera launches its innovative cultural framework designed to transform workplace engagement, reduce organizational inefficiencies, and scale leadership impact.

ATLANTA, GA, UNITED STATES, October 1, 2025 /EINPresswire.com/ -- Vera, an HRIS& R LLC company, announces the launch of its innovative cultural framework designed to transform workplace engagement, reduce organizational inefficiencies, and scale leadership impact. Drawing from evidence-based behavioral science and organizational theory, Vera is positioning itself as a leader in the growing market for human-centered enterprise solutions.



Vera Official Company Logo

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Vera co-founder, Dr. Ghaz Samandari, Ph.D.

Vera exists to relieve that pain point, person by person, at scale.” comments Vera co-founder, Dr. Ghazaleh Samandari, Ph.D.

The workplace transformation market is projected to surpass \$30 billion globally by 2030, as companies seek solutions to improve retention, reduce burnout, and enhance productivity. Tech-driven organizations, where high performance is often expected across 60–80 hour work weeks, face an especially urgent need for solutions that balance business outcomes with employee well-being.

Vera addresses this demand by integrating leadership models and behavior change science directly into organizational systems, allowing for scalable, repeatable impact across industries.

Three Pillars Driving Vera's Differentiation

Leader-Member Exchange (LMX) Theory at Scale

By codifying the most humane and effective leadership model—the leader's direct relationship with each team member—Vera offers a replicable framework for strengthening engagement and loyalty.

Self-Determination Theory (SDT) for Behavior Change

Vera enables organizations to foster empowerment, capability, and intrinsic motivation among employees. This science-based approach ensures measurable improvements in performance and retention.

Kindness as Infrastructure

Vera embeds human connection into enterprise systems—from performance reviews to intervention to feedback loops—ensuring workplace structures drive efficiency while maintaining trust and respect.

Julie Cropp Gareleck, co-founder, entrepreneur, author, and growth strategist, underscores Vera's investor-ready mission, "Growth isn't about doing more. It's about simplifying systems so people can do what matters most. Vera operationalizes this philosophy at scale, making it investable, measurable, and transformative."

Dr. Ghaz as the leadership transformation expert, highlights the scientific rigor behind Vera, "Our framework is not just theory—it's built on decades of organizational research and proven behavioral models. Enterprise level companies can feel confident this is not another trend but a durable solution for building a future-forward workforce."

About Vera

Vera is a network of companies committed to delivering organizational excellence through human-centered design. The company equips leaders with scalable systems for clarity, connection, and performance—bridging the gap between employee well-being and business outcomes.

Visit verathecompany.com to learn more.

Julie Cropp Gareleck

HRIS& R LLC

+1 215-519-6910

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