

Mission

To deliver the safest and most effective digital solutions to address the world's most common neurological issue — inattention.

We do this by developing evidence-based tests and therapeutics that ensure everybody can assess and improve their attention.

Values



We're a trusted, credible advisor.

The health and wellbeing of children is complicated. Our audience wants to know we're the right choice. We develop credibility by communicating with our audience in a way that treats them with respect and delivers easy-to-digest research for those who haven't spent years in a lab.



We recognise the power of innovation in attention.

Innovation in attention is a business mindset. It means more effective processes, R&D and ideas — not just product. Everything we do is carefully crafted with attention at heart. Innovation is how we choose to talk to people, the content we create and the brand experiences our audience interact with. Every aspect of our work is meticulously engineered ensuring the applications and the journey inspire children and parents alike.



We're informative and supportive.

Nearly every parent, educator and healthcare professional asks us for more. Every parent "Googled it" at some point in their complex customer journey. It is our job to support those around us with the necessary, timely information. We are a brand new triage team, working hard to ensure no child is missed in their vital journey to build the skills of focus and attention.



We're for kids. All of them.

We know TALI is the best way forward for children and it's why we focus on cognitive development and outcomes. Our goal is to help re-shape the early childhood intervention space.



We never give in unless it's sensible.

Creating a life changing business is not a simple endeavour. We tackle every challenge head on and never stop trying to succeed. We explore every angle and relinquish only when there is no other option. We are about outcomes for our people and all our stakeholders.



We're driven by performance and delivery.

As an organisation we value our people, encourage their development and reward their performance and do this while upholding the highest standards of integrity, honesty and transparency. Rather than choosing to sit back and be told what to do, we step up, take ownership and are personally accountable for delivering on our commitments.



We're good people to ourselves and the community.

Health and wellbeing internally means we can be good citizens in the communities in which we live and work. We can't help kids if we can't help ourselves. We continually seek ways to reduce our footprint and increase our impact on the world around us.



We focus on shared value.

To deliver on our mission, it is important to consider stakeholders as allies and partners. This means we think deeply about their world and understand where we align and support them to focus on profits that create societal benefits rather than diminish them and promote this as a core company objective.