People Data as a Business Accelerant: EMPATHY + DATA = EXPERIENCE

JULY 21, 2021
INTRODUCTIONS

JASON AVERBOOK  
CEO & Co-Founder

CLAY WORLEY  
SVP & CHRO
About Visier

Visier’s purpose is to help people see the truth and create a better future - now.

Visier was founded to focus on what matters to business people, answering:

- The right questions, even ones a person might not know to ask.
- Questions that shape business strategy, provide the impetus for taking action, and drive better business results.

Visier delivers fast, clear people insights by using all the available data - regardless of source.

With best practice expertise built-in, decision-makers can confidently take action. Thanks to our amazing customers, Visier is the market leader in Workforce Analytics with over 8,000 customers in 75 countries around the world.
Who We Are

At Leapgen, we are transformation evangelists.

Our core belief is that workforce technology should make work smarter, not get in the way. We know employees expect the same frictionless, personalized experiences inside work they have outside of work. We help organizations move beyond simple technology implementation to true deployment of digital capabilities. This is how we change the way the world works.

Companies that leverage Leapgen’s services and expertise are well-positioned to:

➔ Execute vision for people function
➔ Align people function to business
➔ Design HR for the workforce, not for HR
➔ Deploy a digital mindset and skills to accelerate the business

Leapgen is a digital transformation company shaping the NOW of work.
What We Do: Leapgen for Enterprise

- **STRATEGY**
- **DEPLOYMENT**
- **ROI**
  - RUN, OPTIMIZE, INNOVATE
We can make people more **effective** when we leverage **data**, apply **empathy**, and **design** more exceptional workforce experiences.

**REAL STORIES FROM NCI’s CHRO, Clay Worley:**

- Making people more effective requires making their managers more effective.
- The race to AI requires we get our organizational data ready. It also changes the way people work.
DATA-DRIVEN CHANGE: Digital transformation informed by people insights.

Digital transformation for HR isn’t one-size-fits-all, and trying to follow a generic roadmap may cost you **millions** without making any **substantial impact** on your business.

**Take control** using data to determine what the business and your people need to be successful. Build a digital strategy that works for you. Otherwise, why are you even doing it?

➔ Changing systems without changing mindset is a very expensive and disruptive way to change very little

➔ Interrogate your current data and discover where technology will have the biggest impact so you can focus your investment on what you really need

➔ Increase success of your technological changes because they will truly make a difference managers can see
2021 Digital Equation for Success

Purpose

35% Mindset/Vision

30% Person/Audience

25% Journey/Process

10% Solution/Technology
Rethinking how to better **design and deliver services** starts with **purpose**. How do we exceed the **expectations of the workforce** and meet the **needs of the business**?

### PURPOSE

- Operating Model supports Aligned, Coordinated Approach to the **NOW of Work**
- **FOCUS** on What Matters NOW
- Clear Strategy and Plan for how to get there
- Full commitment and acceptance of adaptation/change required

- Designed for the **AUDIENCE** of NOW
- People understand the vision and the journey ahead
- People benefit in a high-impact way from solutions

### MINDSET/VISION

35%

### PERSON/AUDIENCE

30%

### JOURNEY/PROCESS

25%

### SOLUTION/TECHNOLOGY

10%

- Processes are designed around **Business outcomes/measures**
- **Journeys** are clearly defined and designed around the audience
- Leverage technology to add new value in the **NOW of Work** (smarter, faster, more intuitive, better data)

- Technology is deployed (not just implemented) to support people and processes
- Technology manages and delivers data people need to make informed decisions

Rethinking how to better **design and deliver services** starts with **purpose**. How do we exceed the **expectations of the workforce** and meet the **needs of the business**?
Workforce Experience matters more than ever.
HR’s Wish List

If you could double your current HR budget, HR leaders say they would allocate additional funding to

- **Employee Experience**: 44% (2021), 47% (2020)
- **Improving existing technology**: 37% (2021), 22% (2020)
- **DEI**: 34% (2021), 23% (2020)
- **Upskilling/next gen leadership**: 31% (2021), 31% (2020)
- **Coaching employees**: 27% (2021), 27% (2020)

Source: Future Workplace
If you don’t change the way you’re doing things, the employee experience doesn’t change.
Managers can only change the way they do things if they’re guided with reliable information.
Are you leveraging insights to design and optimize workforce experience?

A. NO
B. YES
C. Not sure
Digital isn’t about eliminating the human element; it’s about **enhancing** it.
The race to AI is fierce.

If organizations don’t have their data ready for it, 
they’re going to lose the race.
AUTOMATE TO HUMANATE
Data + machine learning can assist the transition

1. Standardize your jobs
2. Map jobs to standard skills
3. Identify skills that can be automated
4. Validate the skills your team has
5. Identify the skills you need to develop
6. Redefine the jobs around people skills you need
POLL #2

DOES YOUR COMPANY HAVE A STRATEGY TO BECOME AN AI-POWERED WORKPLACE?

A. Yes
B. No
C. Unsure
DATA IS THE FUEL THAT DRIVES ALL PEOPLE DECISIONS INTO THE FUTURE
Next in the Series:

Wednesday, August 4

Masterclass:
Voice of the Workforce
DESIGN FOR EMPTY CHAIR
IN THEIR SHOES
Benefits of a Persona

1. Company wide understanding of your workforce
2. Encourage empathy-driven design
3. Digestible workforce segments
4. Uncover workforce needs / common frustrations
5. Test, refine and improve experiences
6. Anticipate future opportunities
I have been with my company since I graduated college. I was one of a handful of female PEs when I started and am excited to see that change. I am struggling to find "balance" with the long days and rotating weekends. I am on my 4th project and have relocated once already. I do not have time to waste. I feel like I am attending way too many meetings and it is impacting my ability to walk the site, keep things on track, and to develop the team. I wear the “uniform” of Company polos and slacks every day because it’s just easier. I am excited about the potential at Company but struggle with the time commitment involved to move up.

- I need consistent coaching and mentoring to meet my goals
- I need more flexibility in my work schedule to have better balance
- I need better systems and processes so that I am not wasting time
- I need better information about new team members so I can make sure that they are successful on my project and can growth their skills

I hope to lead my next project. It is the next step on my career path

While I like to build relationships, I struggle sometime when there is conflict. I want to improve my skills in this area

I would like to have more interaction with the leadership team for my region especially with the VP. Right now I feel like I have a plan to move ahead, but don’t know if I’m taking the right steps

A lot of the systems and processes I manage on a project are either slow or just don’t work

I have a lot of ideas and even some I have put in place but I do not know how to share or make sure others are aware of the fixes

There is a lot of work I could do from home after the kids go to bed, but I am expected to stay onsite until 6 every day

I missed the last peer group meeting and the idea of “balance” is getting harder and harder to find.

- Getting my first promotion
- Managing my first team
- Having my first PE get promoted
- 100% invested in ESOP