

Smarter Business Decisions with ONA



In today's cross functional, team-centric enterprises, an increasingly important source of organizational insights are the relationship networks that employees use to create value. Through collaborating, sharing information, acquiring knowledge and innovating, the relationships built, internally and externally, are known as an organization's Social Capital.

Measuring and analyzing Social Capital at an individual, team and organizational level can provide several insights into the effectiveness of work networks. It allows HR teams insights into these networks and their impact on productivity and business performance. This, in turn allows HR to further develop an

organization's talent and leadership to positively impact business objectives.

TrustSphere's Organizational Network Analysis (ONA) based solutions distil and make accessible previously invisible workplace relationship networks from existing metadata flows across corporate communication systems. Using proprietary algorithms and network science, TrustSphere's technology surfaces the size, strength and importance of these diverse networks.

These ONA based insights can be used to solve HR challenges including:

1. Measuring Impact of Diversity and Inclusion Programs

Organizations are increasingly focused on creating a true workplace culture of Inclusion. TrustSphere maps and analyzes patterns of interaction across relationship networks of employees, empowering those responsible for delivery of Diversity & Inclusion initiatives with objective data to assist with successful implementation.

Business Outcome and Benefit:

Measuring Inclusion with ONA delivers data driven insights into the impact of D&I programs and objectively illustrates any bias (conscious or unconscious) amongst participants. It further highlights areas for future intervention and nudges.

Organization's Social Network Graph by Ethnicity

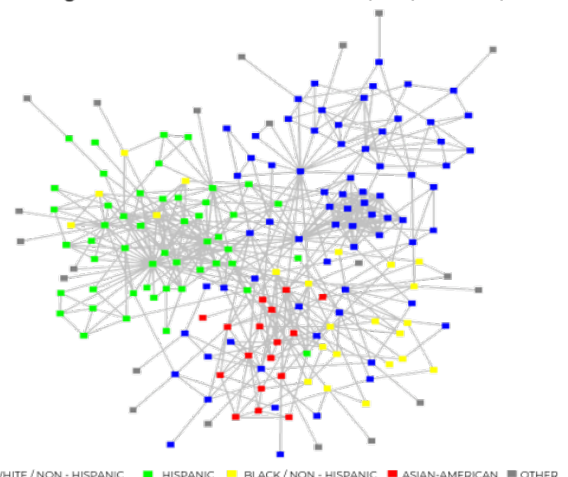


Fig 1. Different groups can have very different levels of network integration

2. Identifying Organizational Influencers

In every organization certain employees, regardless of their formal title or position in the hierarchy, are strategically positioned in the network to create substantial impact. These individuals have wide reaching influence to diffuse new ideas and support change initiatives. TrustSphere's ONA identifies and measures the Social Capital each employee forms to understand their position in the network and who they can influence.

Business Outcome and Benefit:

Using ONA an organization's influencer network can be surfaced leading to accelerated and more impactful execution of new initiatives, changing processes and diffusion of corporate policy.

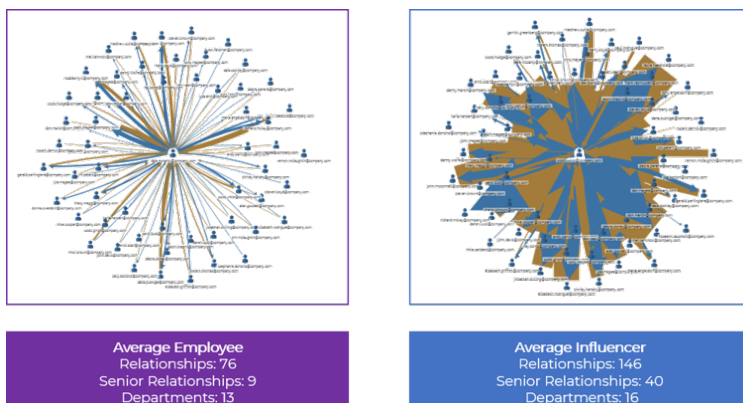


Fig 2. Compared to average employees, influencers' networks have more strong relationships

3. Identifying Potential Talent/Stars

Selecting an organization’s HiPo employees and future leaders is ideally achieved without conscious or unconscious bias. According to industry analysts, over 40% of employees in HiPo programs may not belong there as certain critical intangible qualities have been unquantifiable using traditional leadership assessment techniques.

TrustSphere’s ONA maps, measures and analyzes the Social Capital of the existing HiPo pool to generate insights into their network reach and strength. By baselining these network behaviors, TrustSphere is able to apply the benchmarks across the organization to identify hidden potential talent and identify existing HiPo candidates who may require additional coaching.

Business Outcome and Benefit:
Organizations can select candidates for talent programs more accurately and fairly and reduce the risk of perceived bias in the nomination and selection process.

4. Measuring the Impact of Leadership Development

Measuring the impact of leadership development programs remains a significant challenge as assessing actual change is difficult to achieve through post program surveys. Additionally, feedback from surveys is often subjective and provided ‘diplomatically’ to avoid any potential consequences / retribution.

TrustSphere’s ONA benchmarks the relationship networks of a leader at the beginning of a program and then continuously assesses changes throughout the program duration. By periodically reporting back the changes to the leader, the leader can reflect on their own behaviours with respect to the objectives of

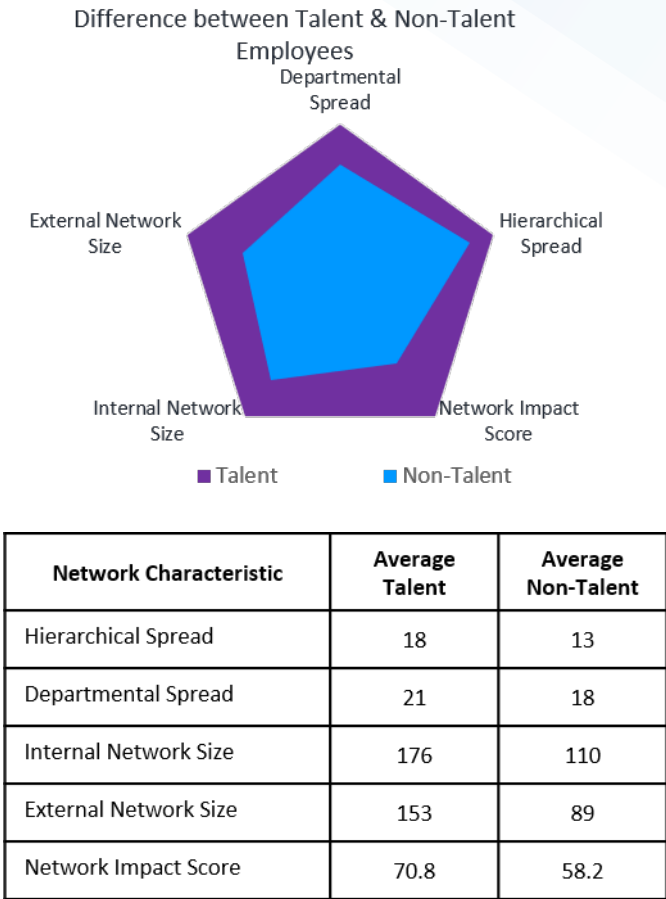


Fig 3. Talent employees display a much stronger and more balanced network

the program and implement real time adjustments consistent with the objectives. The impact of the adjustments are then objectively evidenced and reflected in the next periodic report.

Business Outcome and Benefit:
By providing timely, objective data to leaders enabling them to reflect on their own behaviors, the effectiveness of Leadership Development Programs is improved. The ROI from a program is able to be quantified and leaders nudged into undertaking the improvements in behavior sought.

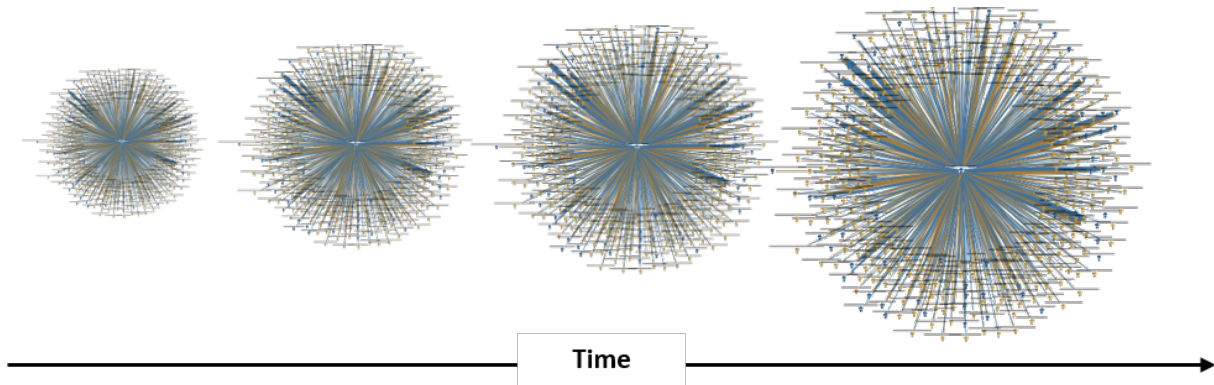


Fig 4. Progressive growth of a leader’s network over the duration of a leadership development program