

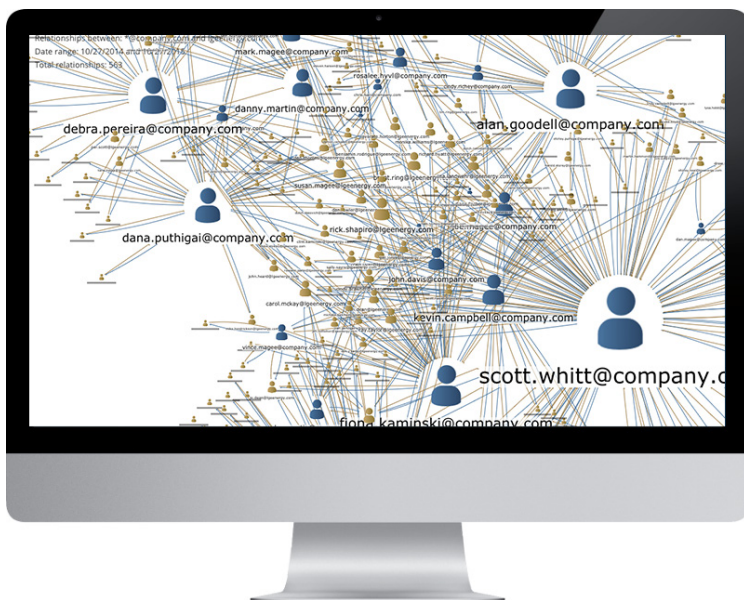
# PEOPLE ANALYTICS

## USING ORGANIZATIONAL NETWORK ANALYTICS TO MAKE SMARTER WORKPLACE DECISIONS

In the workplace, it's not just what you know but also who you know that really matters. To get work done, employees are constantly collaborating through their own relationship networks (internal and external). These networks, which when combined are collectively known as the Social Capital of an organization, are a rich source of insights for more meaningful data-driven decisions by HR and People Analytics teams.

By leveraging real-time Organizational Network Analytics ("ONA"), TrustSphere's pioneering People Analytics solution distills and makes accessible previously hidden

workplace relationship networks, all from the corporate's existing communication metadata. TrustSphere objectively measures the size and strength of these diverse networks with its proprietary analytics engine and generates real-time insights into team collaboration, employee engagement and individual productivity. Talent management and HR teams can use these insights for regular performance feedback or for bespoke business outcomes such as developing leaders and managers, planning Diversity & Inclusion strategies, identifying high potential employees or early warning of employees at risk of burnout, amongst many other uses.



### The Winning Combination

**Human Capital:**  
Traits and skillsets  
that enable  
employees to perform



**Social Capital:**  
The relationships and  
networks employees  
build to help them get  
work done

**Capability**

**Connectivity**

*People Analytics - objective data enables smarter decision making.*

BUSINESS AND HR HAVE TRADITIONALLY MADE PEOPLE RELATED DECISIONS BASED ON INTUITION AND PERCEPTION. THE DATA WHICH HAS BEEN AVAILABLE IS OFTEN SUBJECTIVE, INCOMPLETE AND OUT OF DATE. USING ONA, THESE DECISIONS CAN NOW BE BACKED UP BY QUANTIFIABLE INSIGHTS BASED ON OBJECTIVE, CURRENT DATA. HERE ARE SOME WAYS IN WHICH TRUSTSPHERE IS HELPING CLIENTS.



### **Leadership Development and Training Impact**

Using ONA, TrustSphere measures and analyzes the network patterns across an organization, generating insights that quantify the impact of leaders on their team, recognize line manager effectiveness, identify HIPOs, improve succession planning and detect signs of employee burnout.



### **Diversity & Inclusion Measurement**

Using ONA, TrustSphere analyzes and compares networking behaviour within and between different groups of employees. Insights into relationship patterns enable Diversity & Inclusion officers to understand how different types of employees build relationships, collaborate and exert influence throughout the organization.



### **Building High-Performing Sales Teams**

Using ONA, TrustSphere measures and analyzes the types of internal and external networks high-performing teams build. These insights open up coaching opportunities for Managers and Leaders to increase their team's collaboration and grow relationships that drive sales performance.

*Data democratization – By sharing relevant, real-time data insights on their relationship networks with employees, these employees can leverage previously hidden insights to improve their own performance and effectiveness.*

**Privacy statement** – TrustSphere is committed to maintaining the confidentiality, integrity, and security of all personal information we interact with. We understand the operative privacy and data handling legislation and practices across jurisdictions and comply with all legal obligations. We further proactively promote ethical and responsible use of data.

People Analytics by TrustSphere. Organizational Network Analysis to help maximize your talent.

For more information, email us at [PeopleAnalytics@trustsphere.com](mailto:PeopleAnalytics@trustsphere.com).