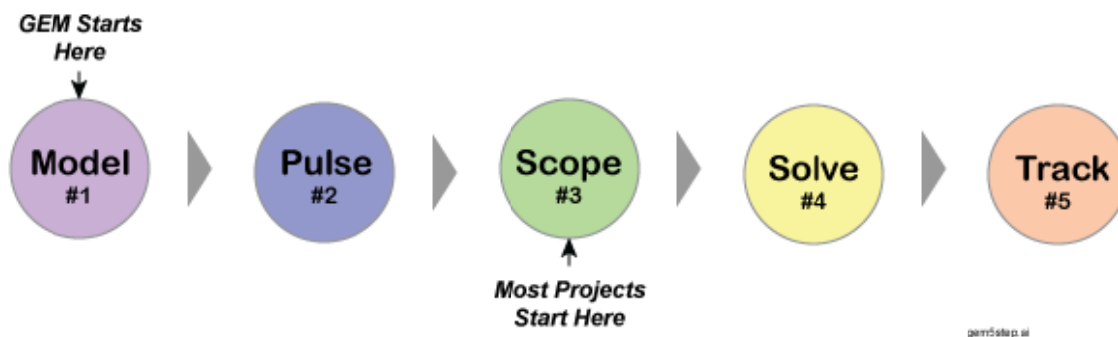




## Managing Business Transformation

Information and technology can make work complex. People are working more hours, but getting less done. Challenges deepen when systems and applications fail to meet user needs. Spending too much time doing busy work reduces efforts to improve value creation. Over time, wasted effort drains resources and lowers morale. Businesses need new solutions that enable workers to buy-in and engage. How do you make solution deployments successful? The answer lies in the engagement process.

To enlist workers in transformation efforts, it is critical to build adaptive solutions. Nobody wants to waste time on new processes unless there is good reason to do so. Workers need to understand benefits before they buy-in to change. The solution is to quantify impact potential. Once you understand what is possible, collective behaviors and efforts can change. Getting things right the first time around makes a difference by improving effectiveness.



GEM Analytics helps transform businesses through five stages of development. The first step starts with the development of a corporate workforce and ecosystem model. The second step focuses on engaging development teams. The third step involves scoping out problems by measuring how individual work activities create value. By quantifying actual value creation, workers gain better perspective about how their efforts create value. Step four targets solution implementation and collective problem solving. The fifth and final step focuses on tracking results and addressing ongoing step-change efforts. You benefit from months of development timesavings plus a 25% to 35% improvement in worker productivity. The most remarkable benefit is the doubling of worker engagement because they know their efforts are valued.