



HR Tech - The Power Of Insight



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Objective

- Highlight why understanding your workforce is more important than it's ever been
- How insight into the key drivers of an individual can help engage a workforce
- Show you how Open Blend is responding to client demand for insight



The world we live in has changed



We are an online tool that enables businesses and leaders to enhance the performance of their talent.



We facilitate coaching led one to ones focused on an individual's key drivers and performance.

The problem we solve



How we collect the data

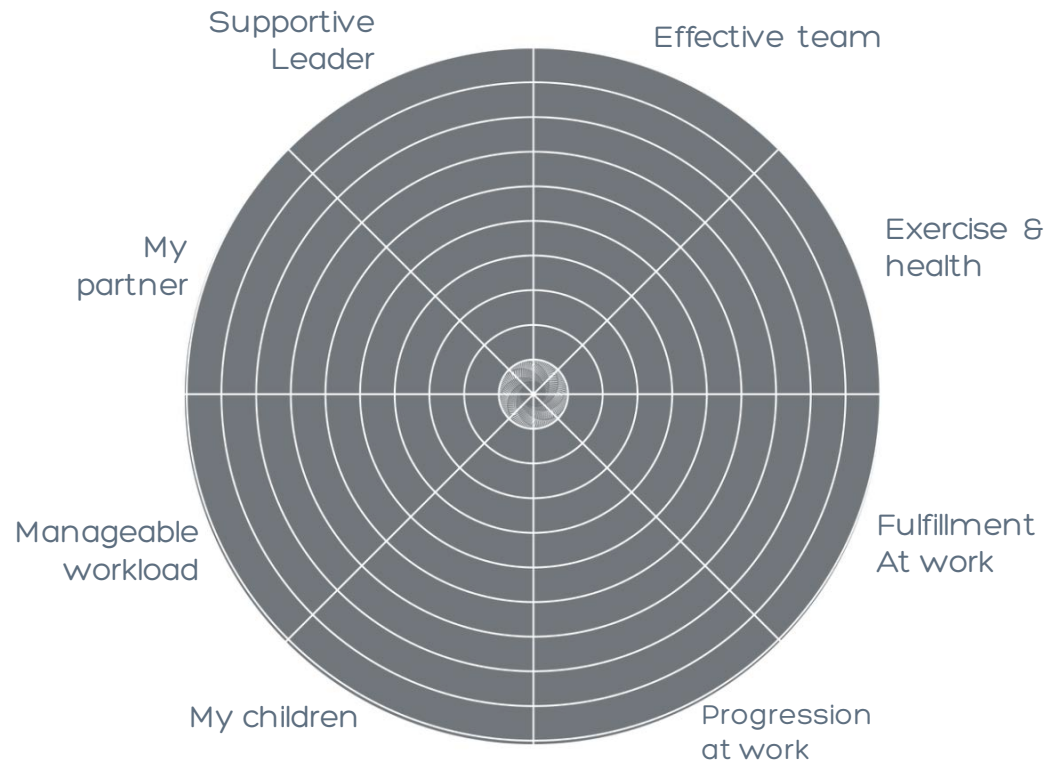
What is work/life blend?

Part 1 - Populating your blend

8 elements

Unique to each person

Progressive via current to target



What is current work/life blend?

Part 2 -

Score current level of fulfillment in each element from 1-10

63%

This gives their current work/life blend



What is target work/life blend?

Part 3 -

Target score to reach their potential.

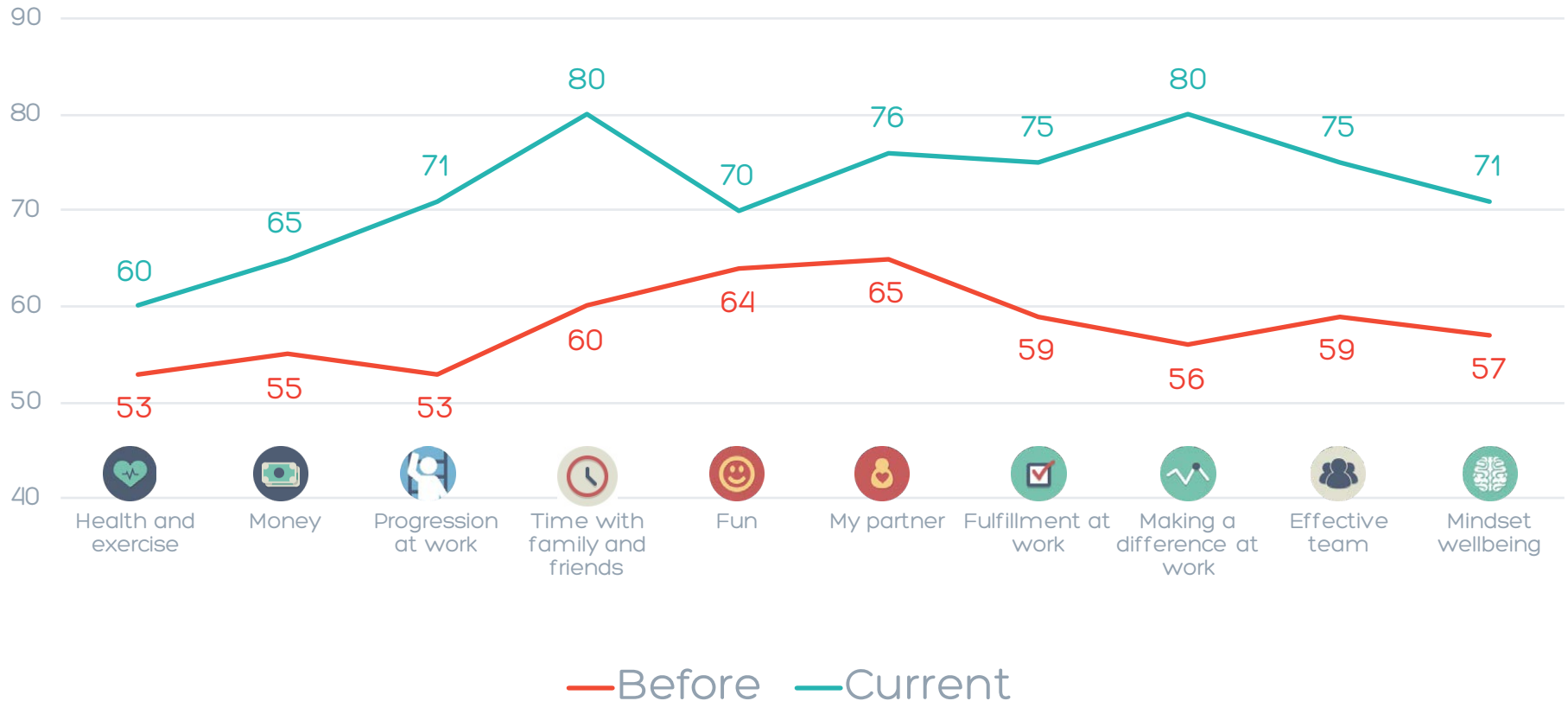
Each element is scored from 1-10.



82%

This gives their target work/life blend

Key drivers of our users



Key drivers by age



10th



Money

12th



Money

Deeper into 'money'

First thought

Inexperienced / junior

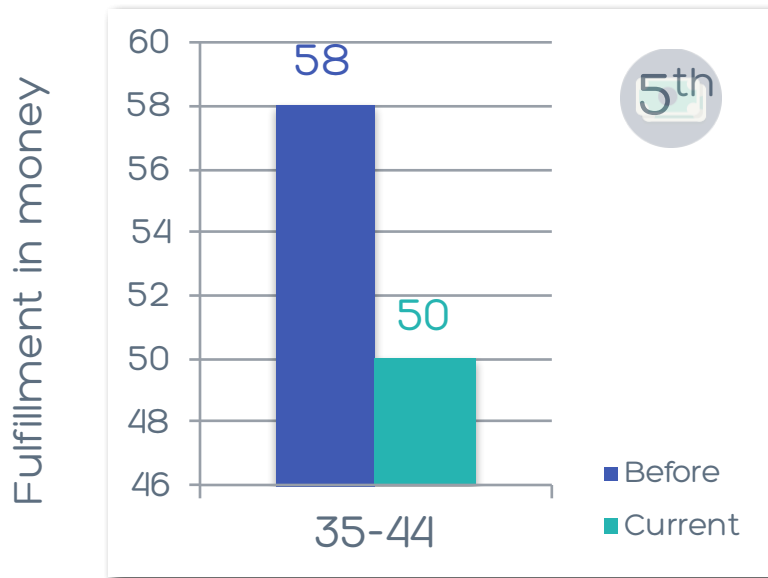
Career acceleration

Mid life Q

Career acceleration



Deeper again into 'money'



No difference in fulfilment levels between men & women

Men **17%** paid £91 - £120k

Women **4%** paid £91- £120k

Women



78%



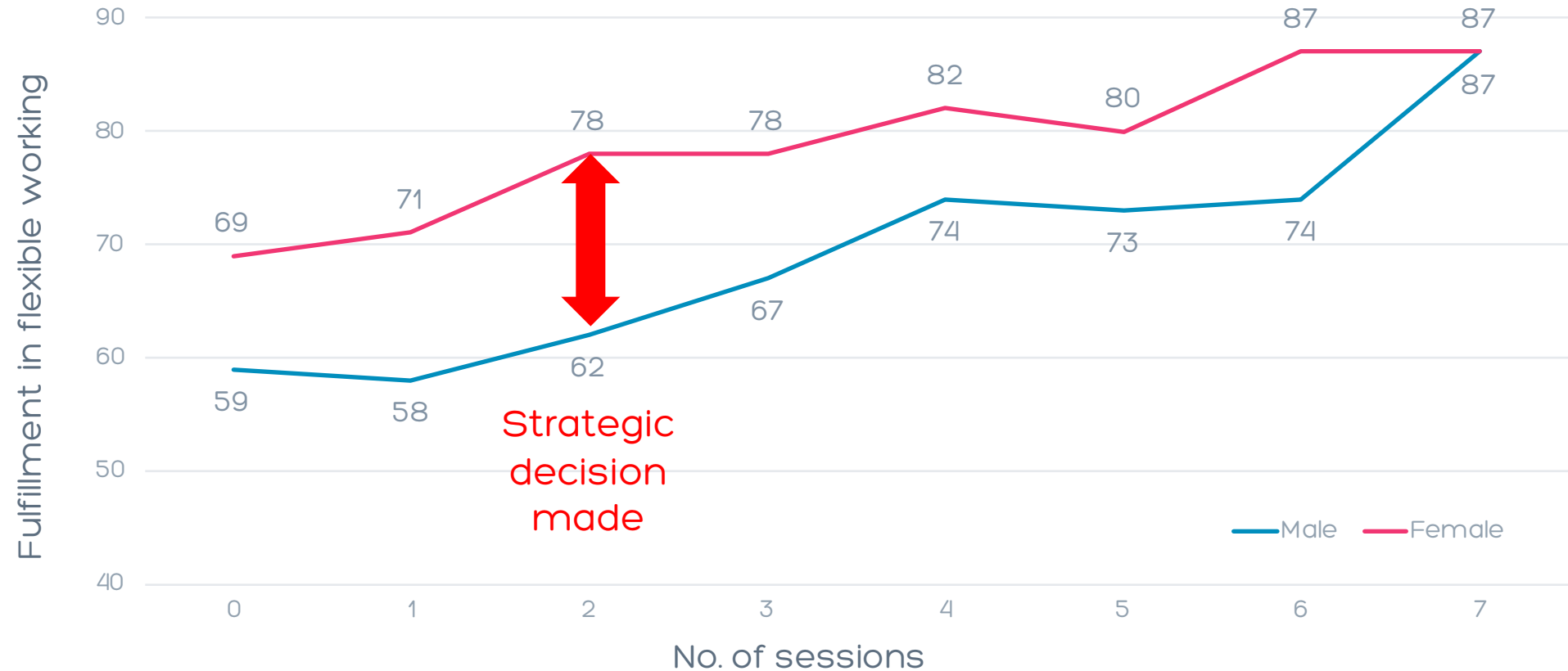
Flexible
working

Men



62%

Gender Comparison 📈 in Flexible working



Our response to our clients need for insight

Users
engagement
with the
product

Account
management
& reviews



Unique

Dashboards
for CEO, HRD,
leaders &
talent

Predictive
modelling

In summary

- We have to understand our people before we consider making strategic decision - especially with a diverse workforce
- We must use tech to enable *live* micro data to inform macro
- What are you keen to know about your workforce after this morning ?

Without big data analytics, companies are blind and deaf

Geoffrey Moore - Mind the Chasm