Next Generation Human Capital Enterprise Systems

Creating a New Management Ecosystem

The Marketing & Sales Analytics Summit 2015

Pravir Malik
Founder, Deep Order Technologies

Youtube overview: http://youtu.be/jq_pGagA8Qo

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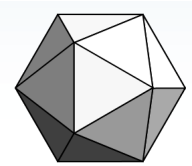

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Core Concept

1. Provide a “Market-Play – OD Bridge”
2. Identify Instincts Required for Success
3. Cascade DNA-Typing to Embody Instincts
4. Sculpt Individual and Team Instincts
5. Overcome Patterns that Block Instincts
6. Run Core Market-Play Projects with Embedded Analytics
7. Create New Markets Based on New DNA

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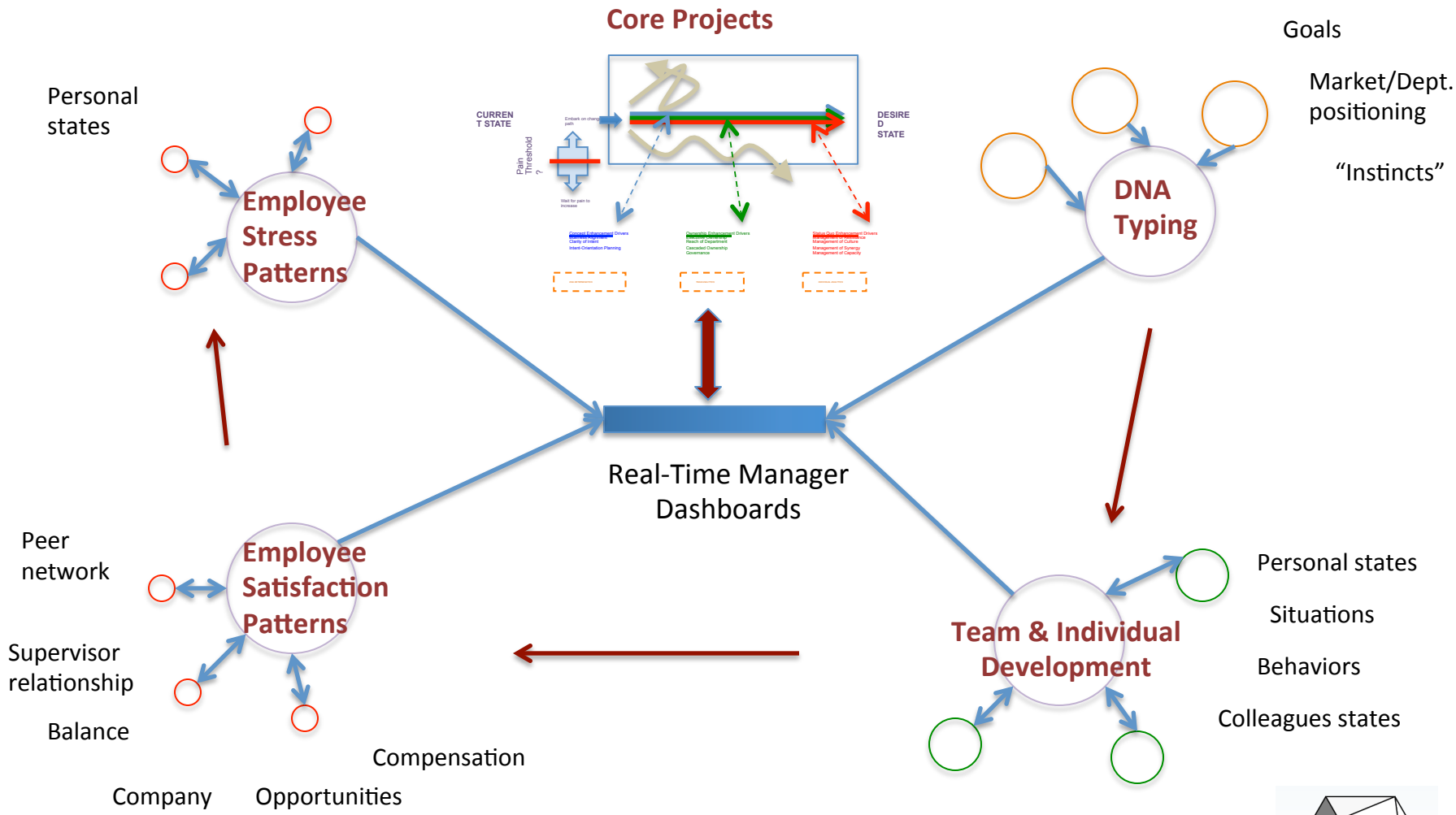

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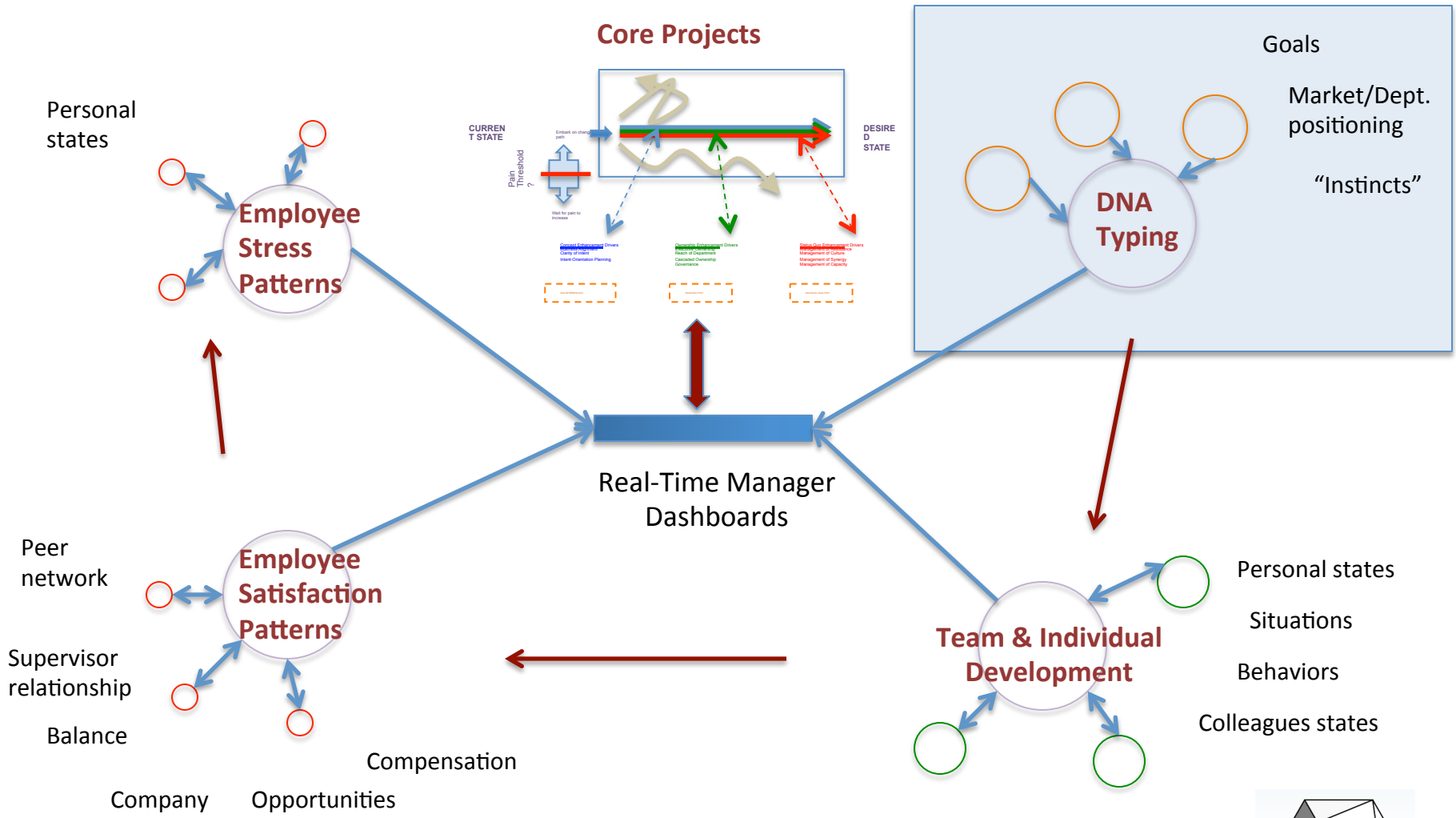

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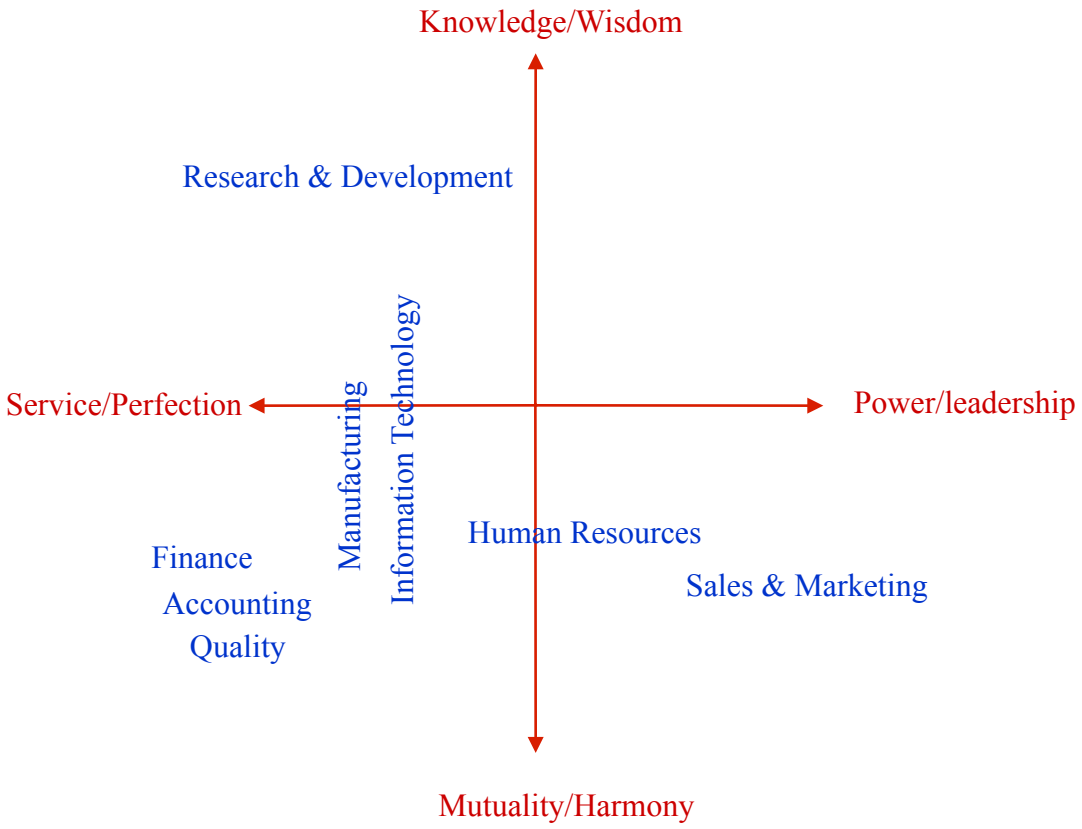
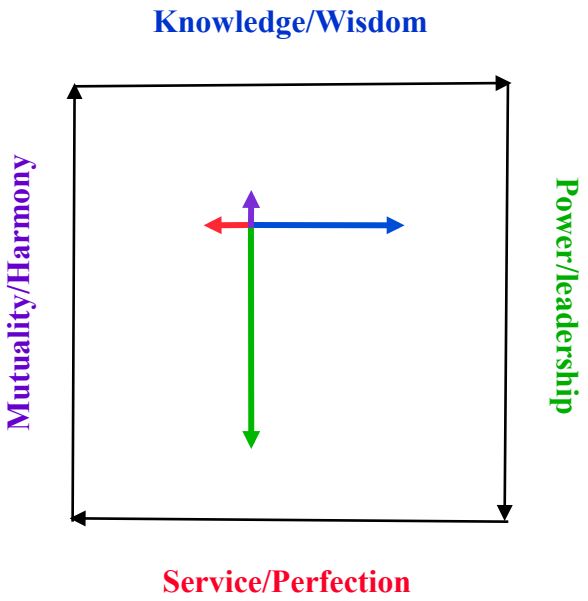
Type Org "DNA" Given Market Positioning





- Type ideal organization DNA based on ideal market positioning
- Assess key departments and / or individuals against ideal DNA and conduct various gap analyses
- Take action to close gaps

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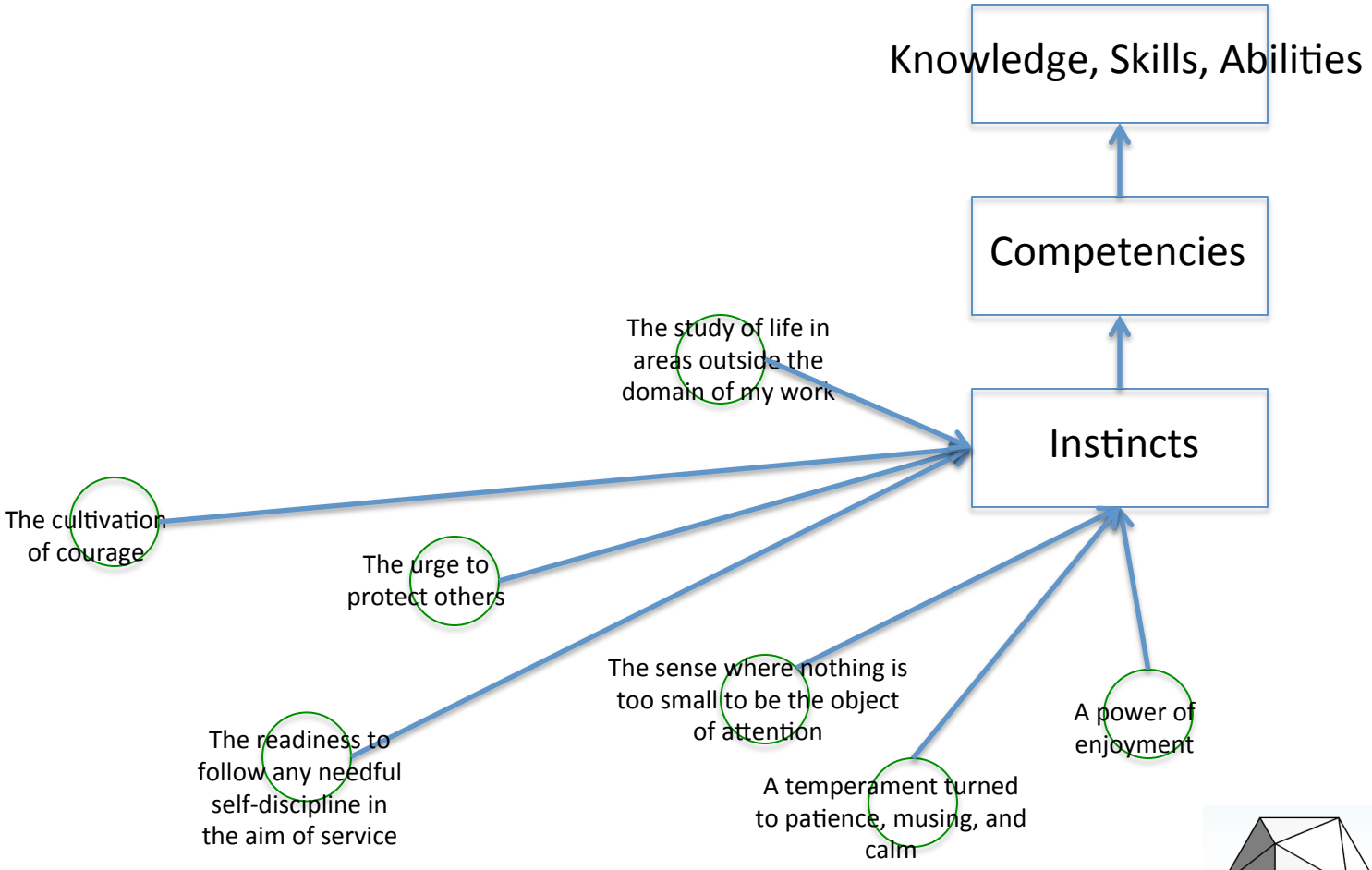
Sample DNA Drivers: "Instincts"



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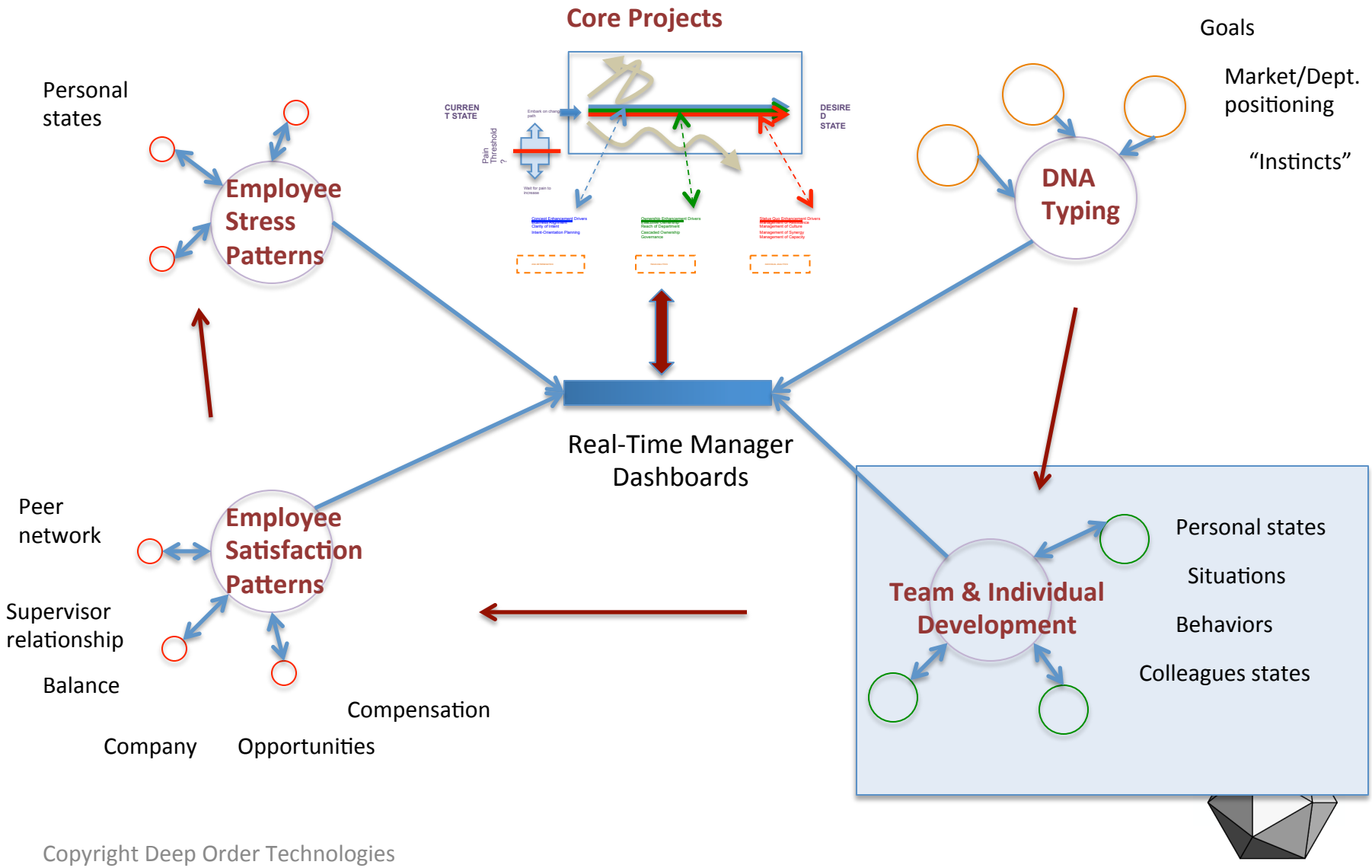

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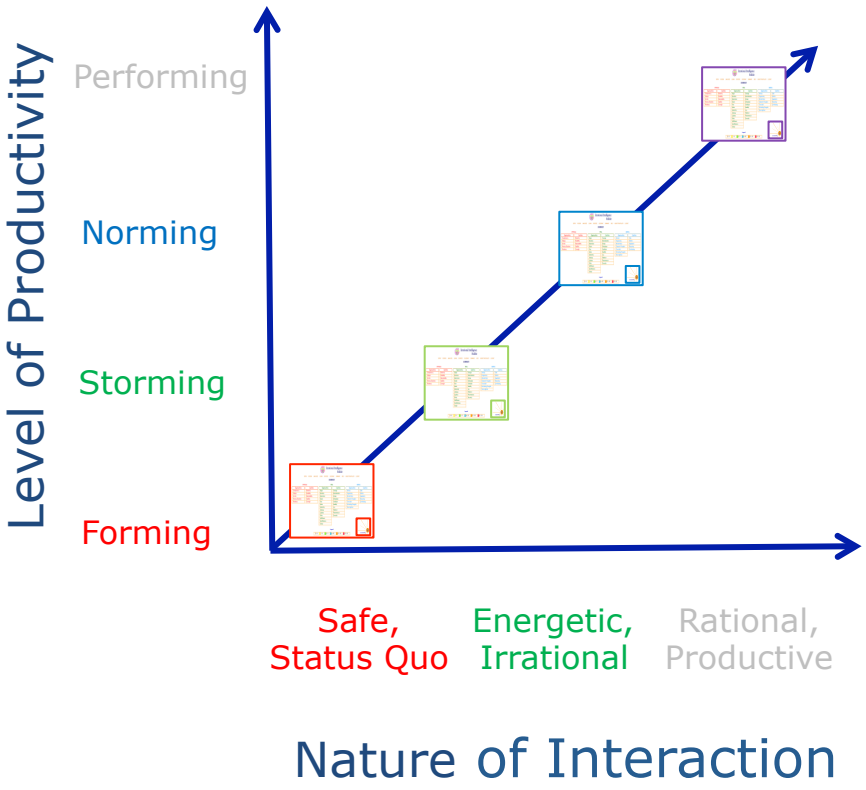
Accelerating Team Development



- In the context of a particular market-play team(s) will go through multiple stages of development
- The faster this journey is completed the faster the team will be productive for that market-play
- It is possible for a team to consciously expedite this journey through awareness of its patterns
- The nature of the pattern will unequivocally determine the stage that a team is operating at
- Not managing the pattern means that a team can get permanently arrested at a particular stage in the journey
- Working through patterns more quickly will allow desired market-play Instincts to come to the front

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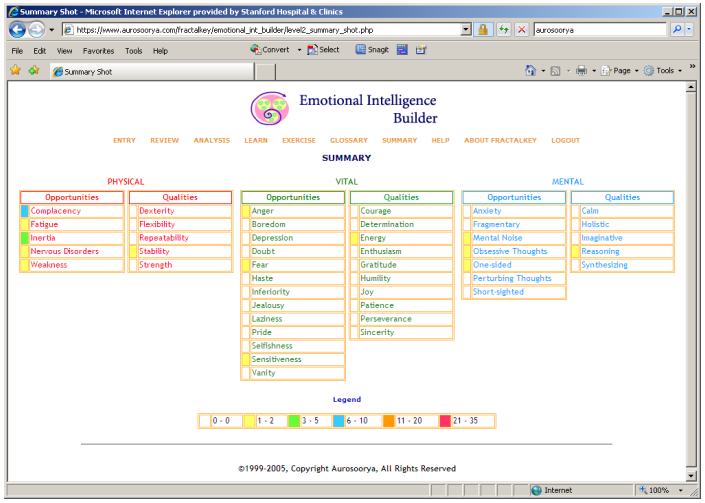
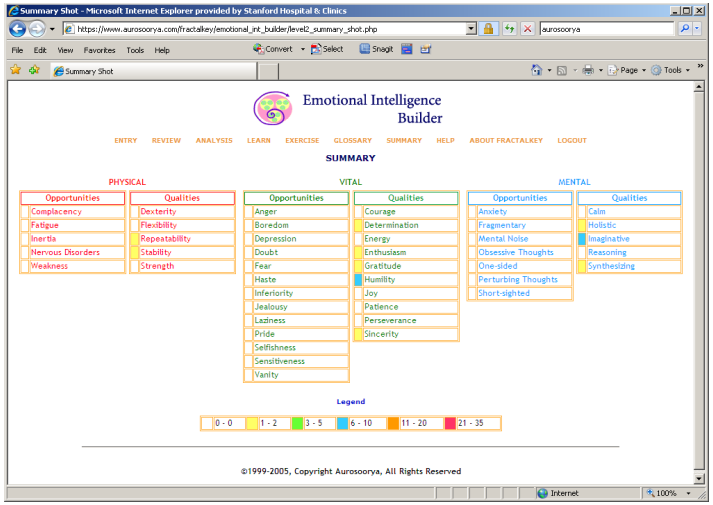
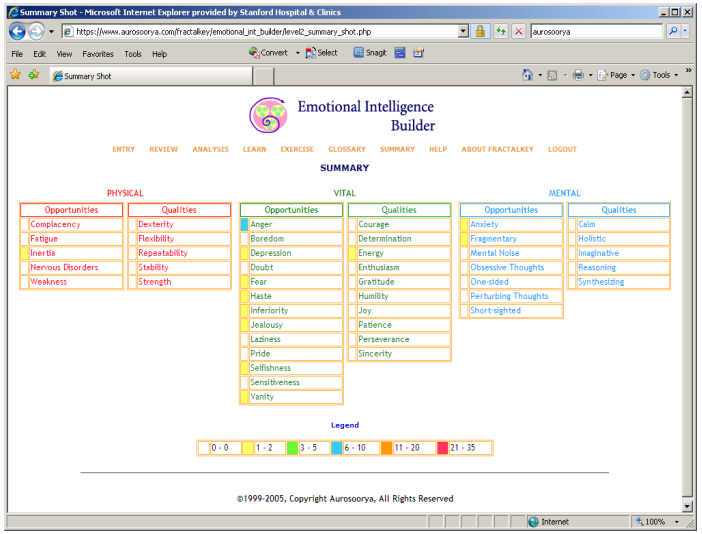
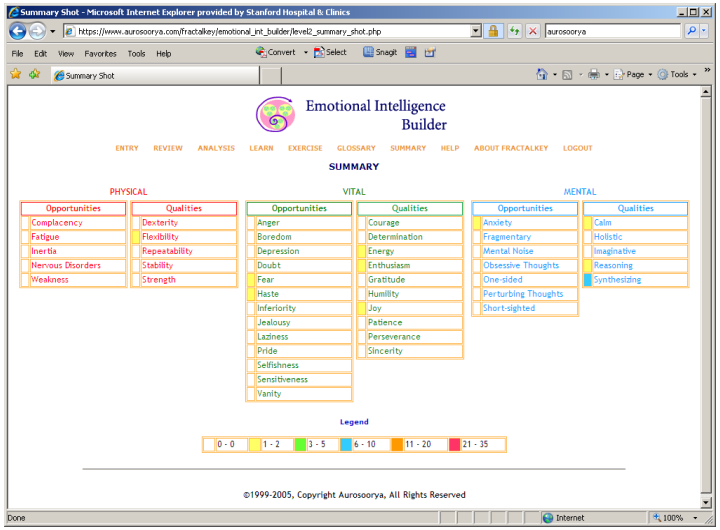
Typical Team-Based Patterns









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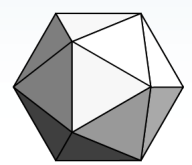

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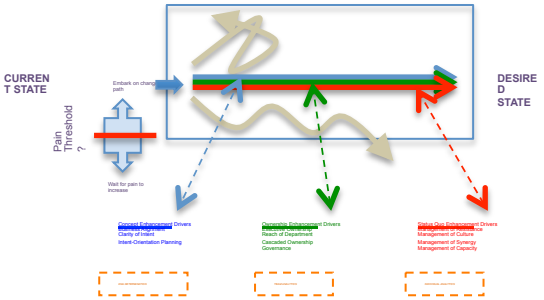
Core Projects



Goals

Market/Dept. positioning

"Instincts"

Personal states

Employee Stress Patterns

DNA Typing

Real-Time Manager Dashboards

Peer network

Employee Satisfaction Patterns

Supervisor relationship

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Proactively Reverse Dissatisfaction/ Disengagement Trends

KEY DRIVERS OF DISENGAGEMENT/ DISSATISFACTION	Management Awareness	Employee Awareness	Tool Guidance**
Skill mismatch & obsolescence	High	High	Assess and pursue ways to get out of this trap
Sustained heavy work load	High	High	Analyze and make case for balance
Boredom, lack of challenge & excitement	Some	High	Analyze options and pursue most suitable
Lack of empowerment (real or perceived)	Some	High	Assess, be specific and propose
Personality conflicts (with management, peers etc.)	Some	Some	Pinpoint and work on resolutions
Negative attitudes	Some	Some	Face the facts and find ways to improve
Unanswered questions (not asked or not answered fully)	Limited	High	Dig in, establish, and articulate
Unmet needs (financial, social, professional, aspirational etc.)	Limited	High	Analyze all facts, identify and work towards solutions/resolution
Sense of unfairness (real or perceived)	Limited	High	Analyze facts, ascertain and duly bring up to appropriate individuals
Lack of recognition (real or perceived)	Limited	High	Make a factual case and properly present to appropriate individuals
Chronic health problems	Limited	High	Balance things with health focus

** 1) Tool enables critical self assessment, constructive discussions, improvement actions and tracking.
2) Languishing problems can also be sorted out with awareness.
3) Tools provides organizations the aggregate view so they may put in place appropriate remedies.

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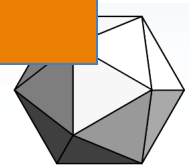

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Applying a Generalized Fractal Model

Baseline Model	Maslow's Hierarchy	Affect Model	Dispositional Model	Two-factor Model	Communication	Superior – Subordinate Communication	Emotions Model	Attitudes / Orientation Model
Greatest degrees of freedom 'mental' needs to lead	Lower needs to be fulfilled before higher	Gap between what one wants and has determines satisfaction	Job satisfaction tends to be stable over time	Job satisfaction is driven by motivation and hygiene	Job satisfaction is driven by level of communication	Nonverbal communication has strong influence on job satisfaction	Dissonance, suppression, amplification of moods and emotions influence job satisfaction	Orientation toward job will influence satisfaction
Mental	Self-actualization		Locus of control; self-esteem	Motivation: Achievement, recognition, promotion				Calling/Passion
Vital	Social needs, self-esteem needs		General self-efficacy		Under-load Overload	Verbal Non-verbal	Emotions Moods	Career
Physical	Physiological needs, safety needs		Neuroticism	Hygiene: Pay, policies, supervisory practices, working conditions				Job

- Small patterns – behaviors, attitudes, perceptions – can have huge effects
- Patterns will repeat themselves on different scale
- There are universal patterns of progress and stagnation
- Study of patterns is predictive
- Calculus of pattern interactions yields many insights

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The Productivity Impact*

- Gallup's 142 countries survey shows only 13% of employees are engaged in their jobs, 63% not engaged, and 24% are actively disengaged
- The average ratio of actively disengaged workers to engaged workers is roughly 2 to 1
- Organizations with higher actively engaged ratio experience higher EPS
- Gallup estimates that for the US workforce, active disengagement alone costs $450 to $550 billion per year

* Gallup's recent "State of the Global Workplace" report

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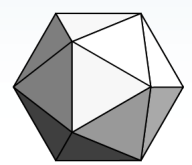

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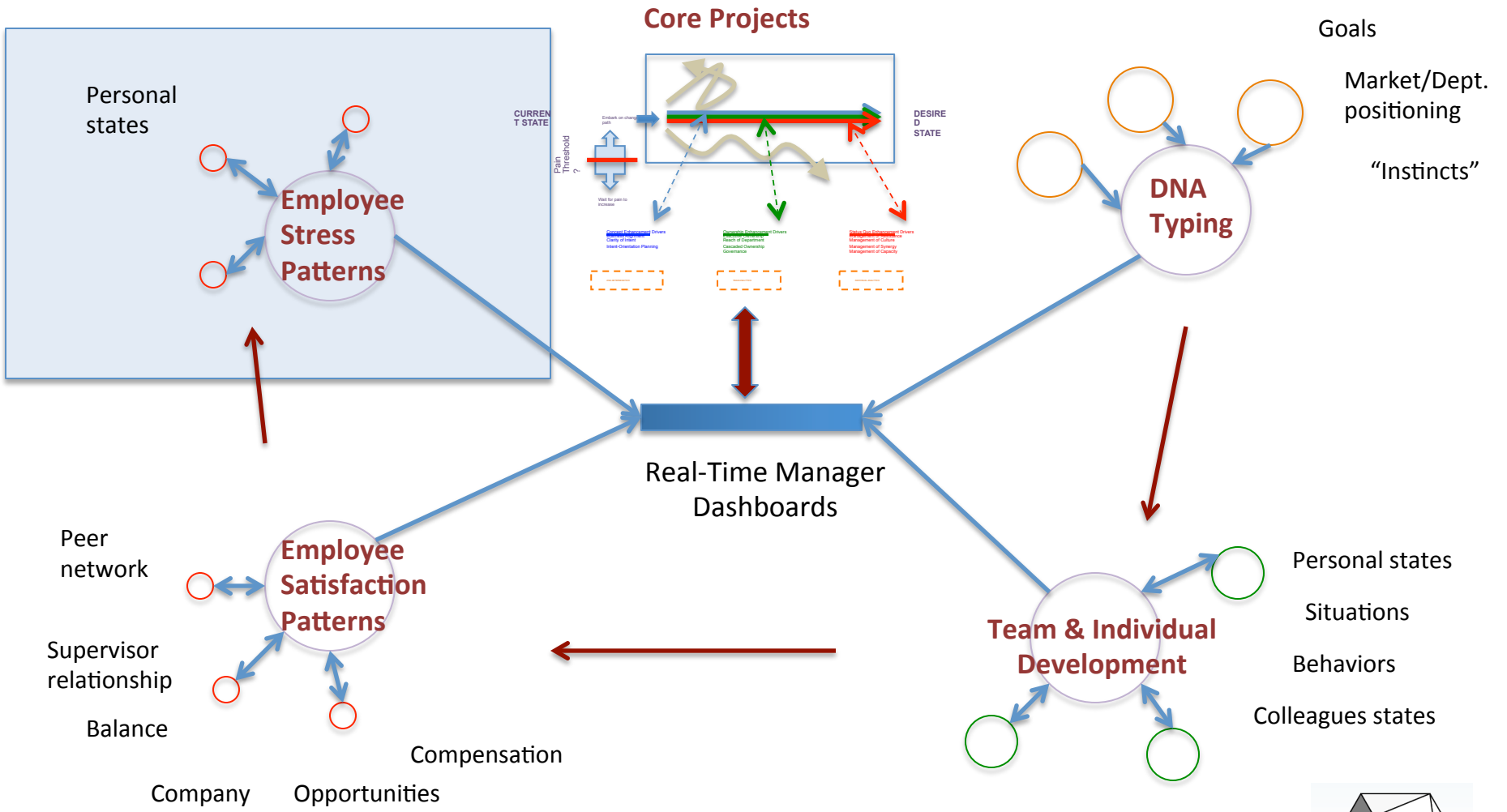

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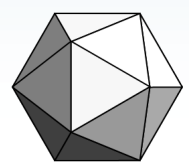
Helping Employees Overcome Stress Patterns

- Allow employees to record stress to do with the body, the emotions, the mind
- Allow review, analysis, that gives insight into trends and patterns of stress
- Allow employee to learn about causes and ways to handle and reflect on stress, from knowledge of the masters from all parts of the world, and from many different periods of history
- Reducing stress through loosening power over employee. Processing capacity is freed up, and as a result mind can focus on other things
- Employee becomes more aware of what others around may be experiencing
- Computes fractal patterns, through regular use. Employee becomes aware of the imprint that shapes their reality



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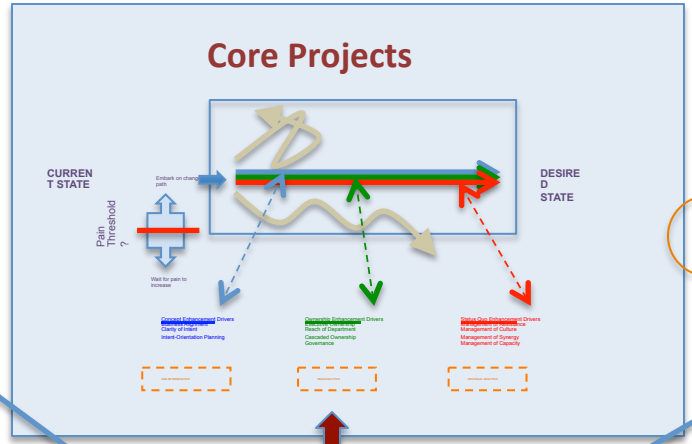

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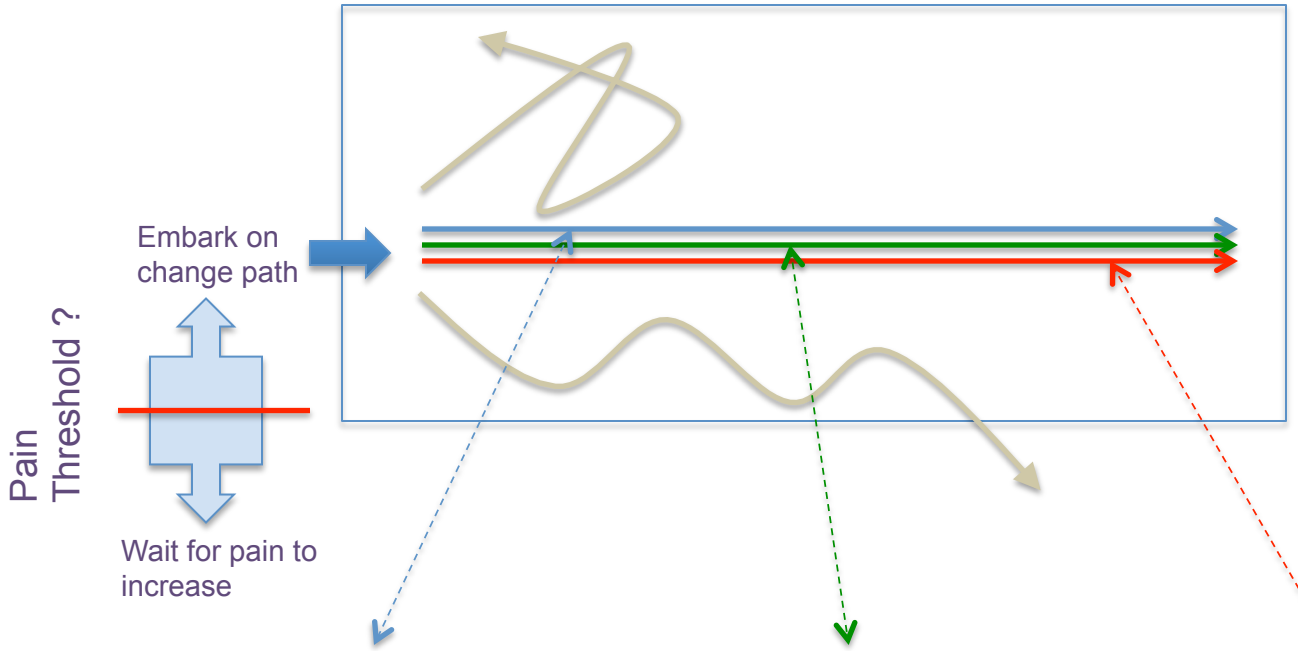
Managing Market-Play Projects



Concept Enhancement Drivers
Business Alignment
Clarity of Intent
Intent-Orientation Planning

DNA DETERMINATION

Ownership Enhancement Drivers
Executive Ownership
Reach of Department
Cascaded Ownership
Governance

TEAM ANALYTICS

Status Quo Enhancement Drivers
Management of Resistance
Management of Culture
Management of Synergy
Management of Capacity

INDIVIDUAL ANALYTICS

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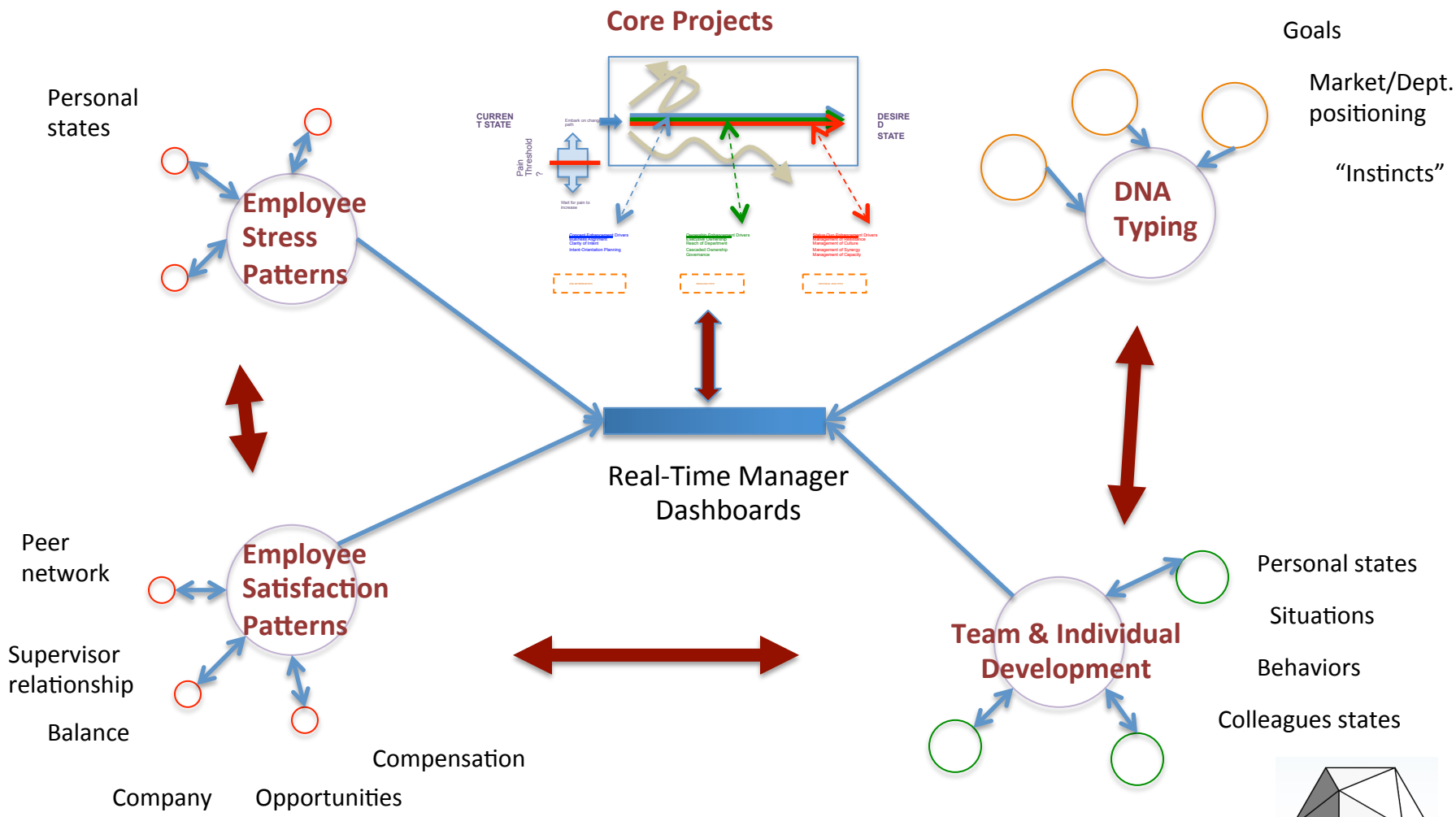
Create New Markets Based on New DNA



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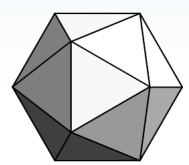

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