

**SMASH SALES RECORDS**  
*Relentlessly*

**RECRUIT FEROCIOUS TALENT**  
*Like Never Before*

**LEAD WITH SPEED**  
*Predict Performance*

**PRODUCE STRONGER PROFIT**  
*With Accuracy*



# Mobilizing Human Analytics During and Post-COVID



# Adam Larkin

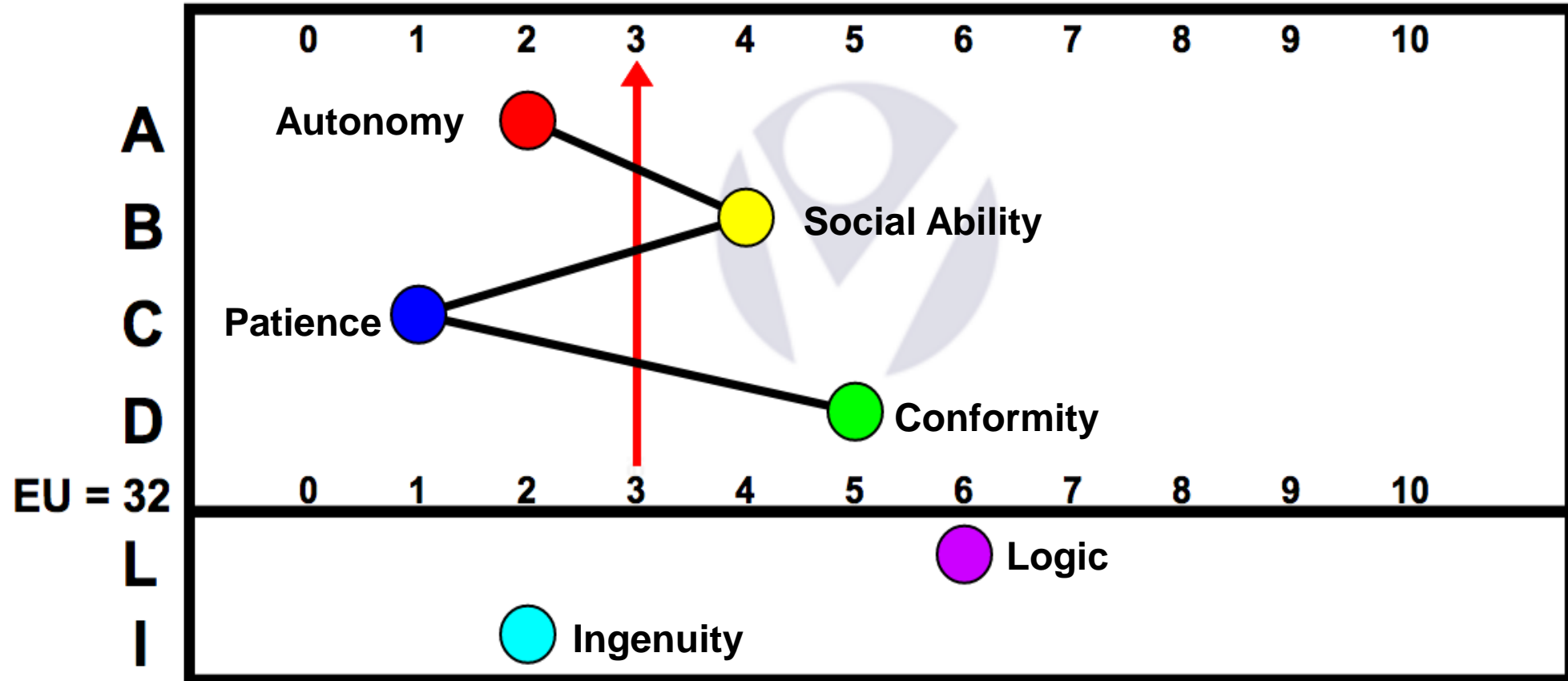
## Executive Advisor

**20 years – Software and Medical Device  
Sales/Management  
Product Development  
Operations**





# Traits





# Autonomy

0 1 2 3 4 5 6 7 8 9 10

Selfless  
Present  
Consensus  
Team Player



Independent  
Proactive  
Macro  
Enough = More





# Social-Ability

0 1 2 3 4 5 6 7 8 9 10

Reserved  
Factual  
Distant  
Technical



Outgoing  
Small Talk  
Optimistic  
Empathetic





# Patience



0 1 2 3 4 5 6 7 8 9 10

**Impatient**  
**Quick**  
**Disruptive**  
**Multitask**



**Patient**  
**Methodical**  
**Routine**  
**Steady**



# Conformity

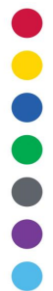
0 1 2 3 4 5 6 7 8 9 10

**Generalist**  
**Unrestricted**  
**Free Spirited**  
**Rebellious**



**Detailed**  
**Micro**  
**Historical**  
**Respectful**





# Logic

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**0 1 2 = Emotionally Charged**

**3 4 5 6 7 = Normative Range**

**8 9 10 = Logic Driven**







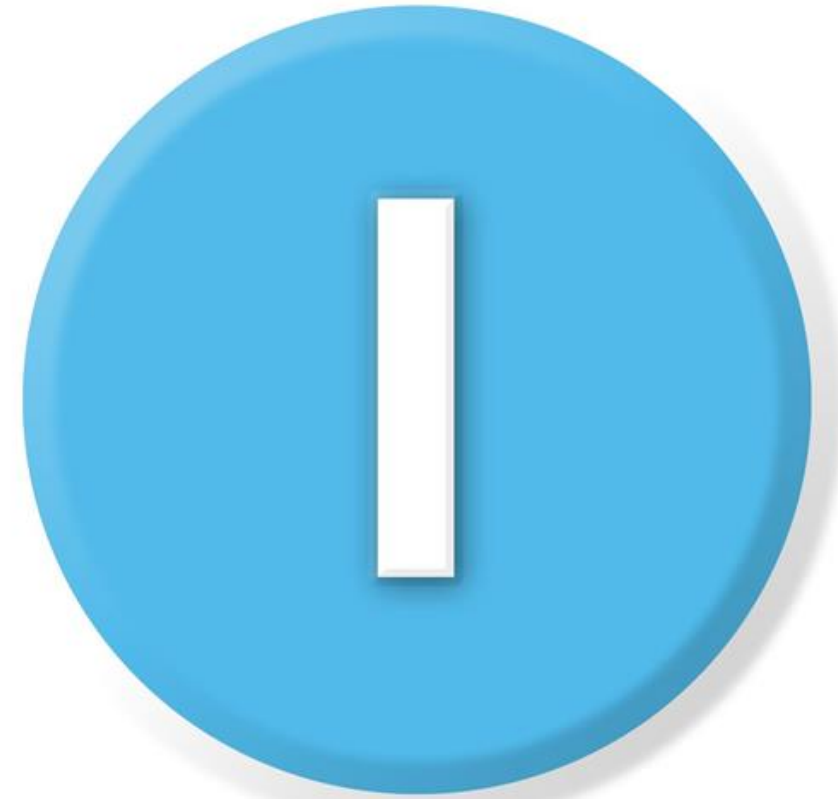
# Ingenuity

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**0 1 2 = Literal / Remixer**

**3 4 5 6 7 = Normative Range**

**8 9 10 = Conceptual / Original**

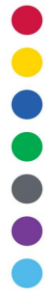




# Mobilization of Human Analytics for Growth – Earnings – Scale

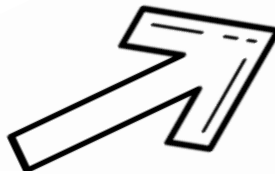
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- **Leadership**
  - Is it my employee or is it me?
- **Training**
  - How much is an extra day of productivity worth?
- **Remote Employees**
  - Are we getting 100% effort from our employees?



# Mobilization of Human Analytics for Growth – Earnings – Scale

- Promotions
- Hire from within or without?
- “Right-Sizing”
- Do I need 3 FTEs or 2?
- Hiring
- Right person, Right seat
- Where does a bad hire hit my P&L?

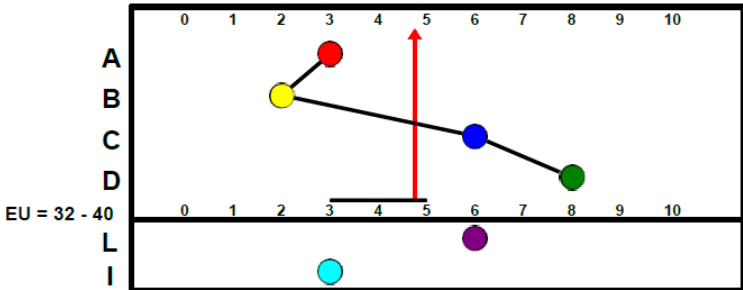




## Bookkeeper (#121700)

Reports To: Manager      Completed By: Manager      Administered by: Manager  
Date: 01/29/2019      Company: Your Company

### Required Behaviors



EU = 32 - 40

### Matches

Search records since: Month:  Day:  Year:  Minimum match%:  Show:

| ID      | Match % | First | Last | Email        | Manager | Date       | View                       |
|---------|---------|-------|------|--------------|---------|------------|----------------------------|
| 4243058 | 98%     | John  | Doe  | John@Doe.com | Manager | 01/28/2019 | <a href="#">View Match</a> |
| 4248226 | 98%     | Jane  | Doe  | Jane@Doe.com | Manager | 01/29/2019 | <a href="#">View Match</a> |
| 4249153 | 98%     | Jane  | Doe  | Jane@Doe.com | Manager | 01/30/2019 | <a href="#">View Match</a> |



# Human Analytics

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**Q & A**

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