THE DECODED COMPANY named a *New York Times* Bestseller one week after book launch

***THE DECODED COMPANY: Know Your Talent Better Than You Know Your Customers*
by Leerom Segal, Aaron Goldstein, Jay Goldman & Rahaf Harfoush**

TORONTO, ON/SAN FRANCISCO, CA – March 3, 2014 – On the heels of its February 20th launch and widespread media coverage, **THE DECODED COMPANY: Know Your People Better Than You Know Your Customers** (Portfolio/Penguin; $27.99; hardcover original; February 2014) has been named a *New York Times* bestseller.

Sitting at the #4 spot on this week's list (*Best Sellers, Advice, How-To & Miscellaneous*), THE DECODED COMPANY is the first book about using big data in the workplace, revealing how a growing number of industry-leading companies are decoding employee work data in the same way that Facebook, Netflix, Spotify and other apps decode customer data to personalize, simplify and enhance the user experience.

"We're thrilled to join the ranks of *New York Times'* esteemed best-selling authors," said Leerom Segal, co-author and CEO, Klick Health. "We've been blown away by the response that THE DECODED COMPANY has received from people who agree that it's time to replace one-size-fits-all policies and processes with a data-driven, talent-centric approach that's been proven to make work significantly more engaging, meaningful and productive."

Benefiting from data superpowers
Decoded companies apply data superpowers to analyze the data trail that follows employees on their work projects. Rather than treating people as interchangeable resources, Decoded companies use this data to customize the employee experience thereby increasing emotional engagement, speeding-up mastery of new skills, and maximizing their entire team's potential. The result? Increased agility and speed, evidenced-based decision-making, decreased bureaucracy, and the ability to predict problems before they occur.

THE DECODED COMPANY is based on three key principles, which are introduced through case studies of a wide range of companies:
• **Technology as a Coach and Trainer:** Transform existing technology into a coach that can bring out the best in people and make them happier by providing data-driven feedback. The same technologies that power **Amazon**, **Netflix**, **Google**, and **eHarmony** can be used to engage, motivate, and train.
• **Data as a Sixth Sense:** Companies like **UPS**, **37signals**, **Bank of America**, and **Whole Foods** give their people decision-making superpowers by pairing instincts with analytics to gain a perspective grounded in data but tempered by experience.
• **Engineered Ecosystems**: Data can be used to deliberately engineer positive behaviors to cultivate an empowered culture and workplace (work culture secrets brought feedback to **Salesforce.com**, poured heart into **Starbucks'** rebirth, and drove **Valve's** incredible $3bn in revenue).

Recognizing and respecting the importance of privacy, the book includes guidelines that help ensure companies manage and collect data in a safe, trusted and ethical way.

THE DECODED COMPANY also includes self-assessment scorecards, examples from the authors' own experiences, and experiments to help managers get started decoding their own organizations. It can help companies become centers of gravity, attract and retain the best talent their industries have to offer, and unlock high engagement from them that will exceed expectations.

The book is the result of real-world experience and in-depth research, written by some of the most experienced pioneers in the application of this new technology, most of whom are leaders of Klick Health, the world's largest independent digital health agency.

PRAISE FOR THE DECODED COMPANY:
"With plenty of examples of decoded companies…Segal shares how we can all use data to make better business decisions." – ***Fast Company***

"Fascinating in terms of getting to know your employees better." – **Bloomberg Radio**

"THE DECODED COMPANY shows you how to build truly 21st century operating systems that use data to empower talent, creating not just efficiencies but true capability across your entire business." – **Don Tapscott, International bestselling author, Rotman School of Management, University of Toronto**

"THE DECODED COMPANY is a management toolkit for the future, offering a strong vision and a practical approach of what an organization can be when it is as connected as its customers already are." – **Professor Klaus Schwab, Founder/Executive Chairman, World Economic Forum**

ABOUT THE AUTHORS:
LEEROM SEGAL is a co-founder and CEO of Klick Health. He has won numerous awards as one of Canada's leading young entrepreneurs. AARON GOLDSTEIN is a co-founder and COO of Klick, responsible for orchestrating the creative application of technology that drives the company's operations. JAY GOLDMAN is a Managing Director for Klick and has been published in the *Harvard Business Review*. RAHAF HARFOUSH is a technology author and lecturer.

ABOUT THE BOOK:
THE DECODED COMPANY
Know Your People Better Than You Know Your Customers
By Leerom Segal, Aaron Goldstein, Jay Goldman, and Rahaf Harfoush
Portfolio/Penguin
Publication date: February 20, 2014
$27.95 ($29.50 in Canada) Hardcover Original; 336 pages; ISBN: 9781591847144
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