

# WORKFORCE DNA

## PERSONAL DATA, PROFESSIONAL GROWTH, TEAM SUCCESS

**JOB DESCRIPTION:**  
we are looking for:

**Experience Match**

Peer feedback and subject matter expertise are tracked to build a multifaceted profile that can easily be matched towards job requirements.

THE WHOLE ME.  
THE WHOLE WE.

**Team Builder**

Layers the individual team member profiles to visually interpret the needs of the team and determine if there are strengths or gaps in the combined skill set.

**Personal Analytics**

So much of what we do can be quantified. We track hours worked, activities done, time spent across different platforms. By visualizing your day-to-day responsibilities with your goals, you become more aware of the cumulative effect of your work on your personal growth.

A private personal profile builder that merges quantitative and qualitative information and helps identify areas of opportunity for professionals and organizations in the dynamic, ever-changing workplace.

Regardless of the industry, organizations need to deliver original products and services in order to succeed. They need to constantly innovate to remain competitive. Luckily, the need to be creative and innovative will be shared by the workforce of the future. 3 out of 5 people report that creativity at work is of utmost importance to them\*, and this number is only going to increase as Generation Z\*\* enters the workforce

Meaningful stimulation, dynamic teams and flexibility are among the factors that will provide the workforce with the motivation to commit and grow with the company. How do you enable that mobility within the organization and facilitate the exchange of information to empower fast and strong team connections? How do you do this without imposing on workers' privacy and control of how, when and what data they share?

WorkforceDNA is a component of workDNA, our vision for a platform that allows organizations and the individuals they employ to leverage data to enable fast, strong and dynamic connections between team members and teams. It enables effective ad-hoc teams, designed to solve certain

problems and be disbanded after that. While it encourages sharing of information and facilitates team integration, the platform is designed so that the individual, not the organization, is in control of his or her data.

**Sample modules in the platform:**

- Experience Match** | Aligns the right people to the right jobs or challenges to build and develop skills .
- Personal Analytics** | Tracks your experience and activities to future goals and objectives so you identify where you spend your energy.
- Team Builder** | Helps build project teams with shared passions and motivation for the project so everyone has a stake in the game.
- Workflow Sandbox** | Prompts teams to outline project goals and define a plan of accountability based on personal preferences and limitations.

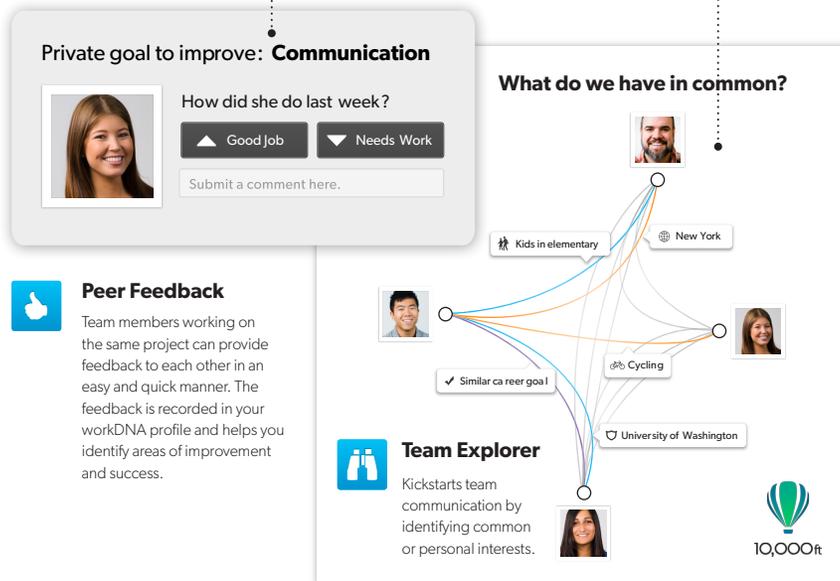
\*Adobe State of Create, April 23, 2012.  
\*\*Getting Ready for Generation Z, Impact International, February 2012.

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# CULTURE DNA



## THE WHOLE ORGANIZATION



## SHARED GOALS, DEEPER RELATIONSHIPS, CREATIVITY

A private personal profile builder that merges information about you and evolves constantly based on integrated data collection, your input and feedback from team members, all to better yourself & your company. Your personal DNA features skills, experience, career goals, as well as your own personality insights or input by your teammates that you have decided to make public.

support these principles and requirements. It is a dynamic system of real time, cloud-based modules designed to empower organizations to create a culture of collaboration, transparency and shared goals. This culture will allow employees to feel more invested in the company and will empower them to contribute their creativity to its success.

### Sample modules in the platform:

-  **Team Explorer** | Reveals team member similarities to build trust and empathy while diminishing barriers to vulnerability.
-  **Peer Feedback** | Draws real time attention to team results or actions and celebrates accomplishments. Replaces the annual performance review.
-  **Conflict Resolver** | Guides teams, based on data from each individual's profile, to engage in unfiltered commentary and help enable communication when conflicts arise.

"Meaning is the new money," proclaimed Harvard Business Review\* recently, arguing that in the age of the dynamic distributed organization, engagement and emphasis on unique values and contributions strengthens organizational culture, employee morale and commitment. People find meaning when they feel their efforts are contributing to something greater than themselves, when they are a part of a greater whole, with which they share a common value system, culture and goals.

Successful organizations will try to build a culture that focuses on shared responsibility, openness and autonomy. Simultaneously, as organizational structure evolves, driven by more mobile and distributed workforce, establishing such a culture will become more challenging than ever before.

CultureDNA is a component of workDNA, our vision for a platform that allows organizations and the individuals they employ to engage in ways that

\*Erickson, Tammy. "Meaning is the new money," HBR Blog Network. March 23, 2011



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