



Corporate Genome Application Factsheet

The need for companies to acquire and retain talent is the one constant through market cycles. Organizations globally will spend over \$100 billion this year to ensure they have the right staff to effectively compete and grow.

While the perception remains that talent is scarce, the reality is that there is more talent available now than at any time in history. Therefore, the challenge faced by organizations is not a talent shortage, but rather an inability to reliably assess talent. This is fundamentally a talent alignment problem.

The decisions companies make regarding talent have direct impact on their ability to achieve their goals. While the downstream economic costs of these decisions are measurable, the information used initially to guide talent decisions is based on intuitive, qualitative approaches. This leads to inconsistent and counter-productive results.

Solution

WingSpread brings clarity to corporate decision making by providing a measurable, quantitative, and consistent

approach to assess and manage talent. Using the foundation of skills, defined as a specialized body of knowledge, and the ability to apply that knowledge, people in any level of an organization can be evaluated on the basis of what they can do in a way that is intrinsically objective.

Skills become the key metric of human capital, one that can be clearly understood and evaluated. By scaling the approach through the sequencing and mapping of skills across an entire organization, a repository of skills is created that provides a unique perspective of the total human capital available to an organization.

The Corporate Genome is the definitive blueprint of skills across an organization. The Corporate Genome allows leadership to make more informed human capital decisions to achieve corporate growth targets, assess potential acquisitions, and plan long-term strategic direction. By linking corporate goals to positions through skills, and leveraging our web-enabled "SaaS" technology to gather individual skills assessments, WingSpread is able to quickly provide insight that is immediately actionable.

Challenge

- Talent alignment crisis causing organizations to make ineffective human capital decisions
- Inability to effectively identify and utilize talent to achieve corporate goals

Benefits

- Reduces the cost and time to assess the human capital of an organization
- Creates an organizational blueprint for making informed human capital decisions
- Results in having the right talent in place to achieve corporate goals

WingSpread™
Global Skills
Genome

Analyze

Sequence

Map

Develop

Corporate Genome

Application Factsheet

Furthermore, as the Corporate Genome is being continuously updated, a historical human capital record of the organization is generated. This record enables executives and board members to assess the results of their strategic and tactical plans over time as related to skills across the organization.

Conclusion

The Corporate Genome becomes the corporate leadership's archive containing the profile for each type of employee, the master program for generating a global company from a single thought, and the life cycle instructions that guide it from birth to maturity. Understanding and guiding this "organic corporation" and its knowledge workers is the frontier of computational human capital and the unleashing of a new era of organizational productivity.

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WingSpread addresses the fundamental equation governing Human Capital Optimization: "The work to be done must equal what workers can do." Skills are the critical element in solving this equation as skills are measurable and quantitative. Developed from over 30 years of experience in the fields of executive recruiting and corporate strategy, WingSpread applies an innovative methodology and web-enabled "SaaS" analytics technology to help organizations to evaluate talent and take decisive action. Our solutions enable companies to overcome challenges from recruitment and workforce planning to corporate acquisitions and restructuring to achieve better returns on their investment in human capital.