

# Aware

WHITEPAPER

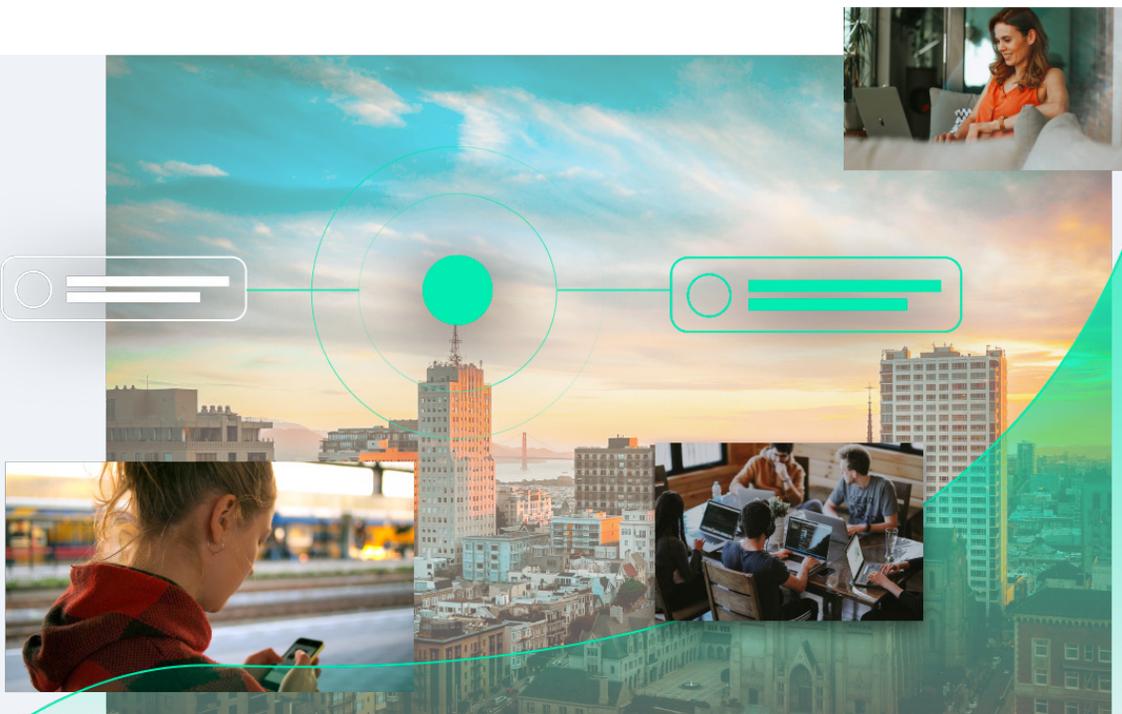
# HOW INNOVATIVE CIOS **CREATE A HUMAN-CENTERED ORGANIZATION**



## The Challenge Facing Today's IT Leaders.

In the past year, enterprise IT leaders faced the challenge of quickly implementing a secure, enterprise-wide digital workplace largely due to the shift to remote work caused by the COVID-19 pandemic.

With the truncated implementation now in the rearview mirror, IT leaders face a new set of challenges as they look to drive productivity and business impact in a fully digital and often distributed work environment. To stay ahead of the curve, these leaders must find a way to engage and support the organization's most valuable asset: *their people*. The CIO not only owns the technology to enable work to continue, but they also sit on a massive data set that, if managed well, provides the keys to driving employee engagement and satisfaction.



# The Human-Centered Organization

The widespread adoption of tools like Slack, Microsoft Teams, Zoom and others means that key conversations now take place outside of office walls. This lack of hallway or regular, in-person conversations makes it easy for the individual or a silent majority to feel lost, forgotten or without a voice. Yet new research from analyst firm Gartner showed that 82% of employees feel it is important that their organization see them as a person, not just an employee. Forward-thinking leaders realize these individuals need a voice, and that the hallway conversations still happen—they just happen in a digital forum. These leaders prioritize leveraging technology for employee listening to derive insights that support a human-centered workplace.

Using digital conversation data already at your fingertips as an IT leader, you can take a proactive approach to understand the heartbeat of your organization. That is, you can understand the feelings, important topics and mood of your people. When you listen and lead with empathy, you begin to understand the challenges that your colleagues face on a daily basis, leading to better decisioning, increased productivity, improved customer experience, and overall business growth.

## Defining Human-Centered Organizations

IBM defines human-centered organizations as:

““ *An enterprise that exists to fulfill a purpose for its users, customers, and community. These organizations operate to achieve better human experiences and build resilience through continuous iteration and learning, both with customers and employee communities, ultimately leading to a better bottom line.*

## Listening to Connect with Employees

Tone deaf. This is one of the toughest pieces of feedback for leaders in an organization to hear. Yet, all too often these are the words used by individual contributors to define their sentiment towards leadership.

In reality, employees already talk about how they feel and what they want out of the organization on a continuous basis. This information shouldn't come as a surprise to leadership based on the results of a survey—or worse—from a recent news headline.

With platforms like Aware, you can proactively derive these continuous insights from your organization's communication platforms. Aware gives you and your executive team the ability to listen and act immediately, in an authentic and non-intrusive way.

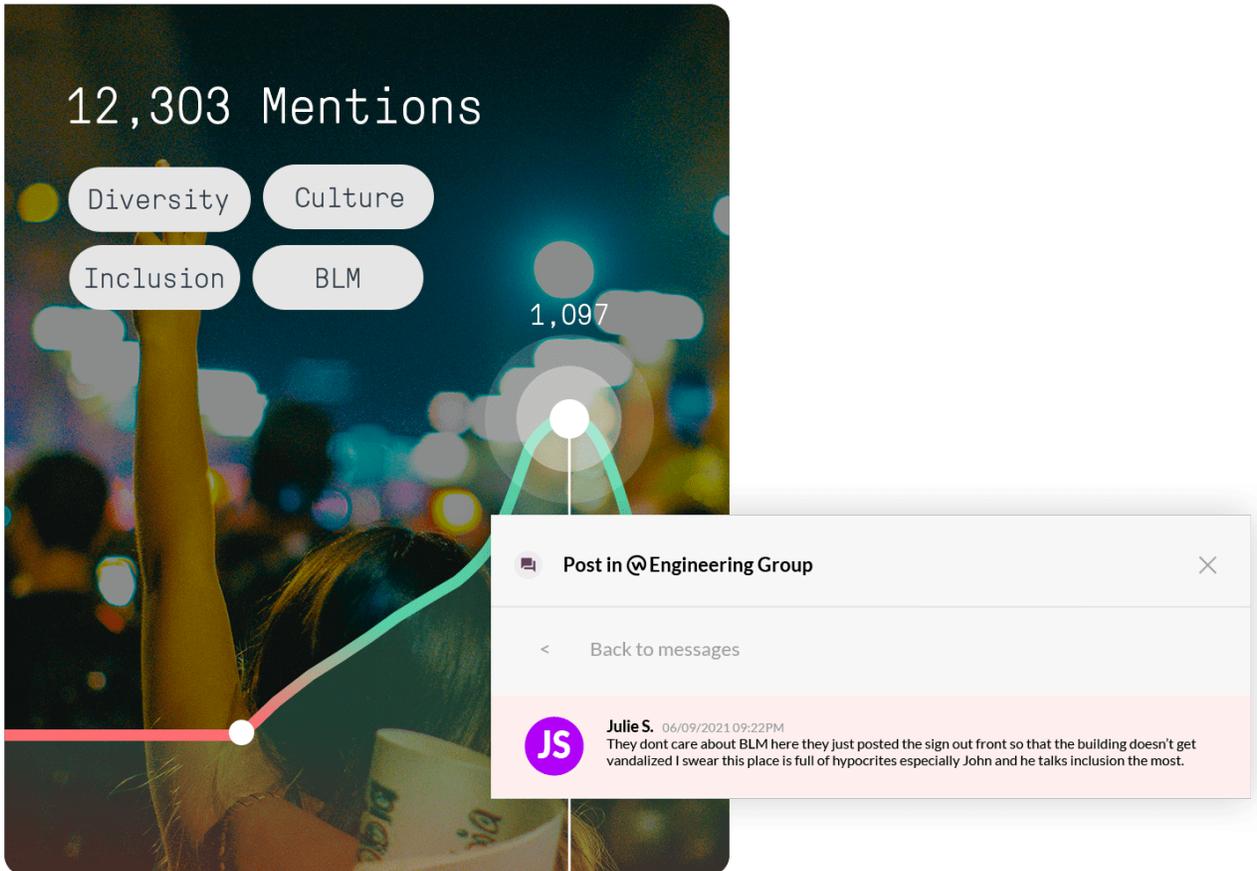
You can find out ways that employees think the organization can improve, identify common frustrations or concerns, and take immediate action—even if the action is simply to publicly acknowledge the frustration and a pledge to work on a plan of attack. Even better, you can use these same insights to immediately gauge how the strategic approach resonated (or not) with employees.

## Innovative CIOs Move Past Pulse Surveys

Previously, organizations relied on pulse surveys to understand employee feedback, engagement and wellbeing. The innovative CIO, however, understands the flaws associated with this method. Surveys only offer feedback on a single point-in-time, not a fluid gauge of employee feelings and reactions. Additionally, it can take weeks or months from collection and analysis to the communication and execution of an action plan that addresses the results. By the time an internal campaign launches, the survey results no longer apply to the current situation.

More importantly, though, leveraging a survey makes two dangerous assumptions:

1. You assume you asked the correct questions
2. You assume employees will answer (and do so honestly)



Instead, today's innovative CIOs know that listening to employees and capturing the Voice of the Employee must move to the place where people are already talking—on the organization's digital conversation platforms. They use platforms like Aware to gain authentic, continuous insights from the digital conversations, helping them lead with empathy and make the right decisions for their organization.

These leading CIOs use the information to help answer questions such as:

- What is top-of-mind with our people today? How do they feel about this topic?
- Do our hybrid workers feel or behave differently than our front-line workers? Has this behavior changed recently?
- Does one area of our company feel less supported or disengaged? What is different about that part of the business?

## The Future of Work is Today

As a strategic CIO, your Future of Work is already here. Lean on your employees to help guide the creation of your human-centric organization for the next generation of workers. Thinking of your employees first as humans, and second, as employees, ultimately keeps you ahead of the game.

Aware is here to support you on the journey to understanding the wants, needs, feelings and wellbeing of your most important resource – your people.

### EVALUATE AND ELEVATE YOUR WORK ENVIRONMENT, WHILE KEEPING BUSINESS DATA SECURE



#### PERCEIVE

### DELIVER CONTINUOUS BUSINESS INSIGHTS ABOUT YOUR PEOPLE

Drive more effective outcomes with deep organizational insights and industry leading sentiment analysis.



#### PROTECT

### SECURE AND PROTECT YOUR DIGITAL WORKPLACE

Proactively discover, classify, and manage risks across collaboration platforms.



#### PROCESS & PRESERVE

### STREAMLINE DATA ACCESS AND MANAGEMENT

Leverage a consolidated, contextual, 360-degree view with controls for efficiency, legal, and risk management

