

Unlocking Human Potential through Technology

*I'm on
Adrenalin*



Most businesses have invested in an arsenal of strategic and operational tools to deliver sustained corporate productivity. Their investments in structure, process and systems have yielded benefit in the near term but for some of the leading companies, this has leveled off fairly quickly and often, does not give a competitive edge any longer.

Clearly, organizations need a new engagement model to build business agility and sustain productivity. An insight into what constitutes the true value of the organization's workforce may possibly be the enduring driver of corporate growth: That companies need to recognize, cultivate and channel the inner motivation of individual workers as a source of organizational creativity, innovation and employee engagement towards corporate goals.

RECOGNIZING ITS MANAGING ENERGY, NOT JUST PEOPLE

The effective management of a strategic workforce extends beyond mapping their 'hard skills and competencies' rationally and then deploying them to key initiatives. A holistic understanding of the individual, the acknowledgement of the emotional drivers of employee potential, and the capacity to use this knowledge towards organizational goals is a powerful and strategic HR opportunity.

Unlocking individual motivation and raising the organizational adrenalin can spur corporate growth even in the face of constraints in process, capital or other extrinsic factors. This built-in resistance to otherwise crippling issues ensures that organizations have a sustainable roadmap for productivity.

CULTIVATING ORGANIZATIONAL ENERGY

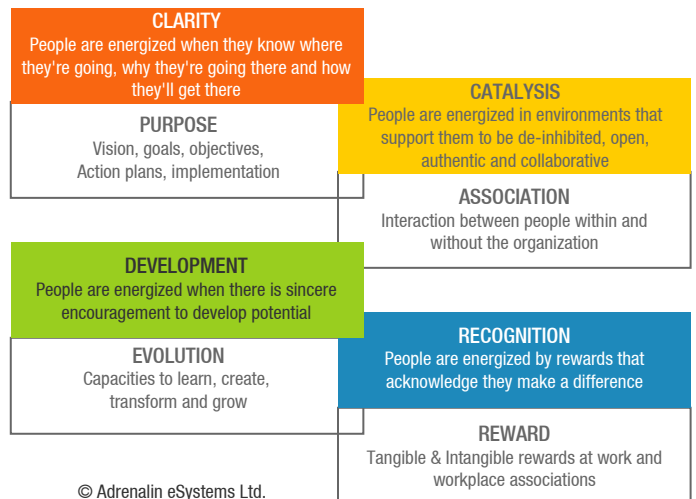
It's not easy. What appears self evident – helping an individual perform to his or her best - actually involves a deep understanding of individuals' basic motivations to perform, instilling processes and systems to align and manage this adrenalin and creating a conducive environment of fairness and transparency.

Without descending into psychobabble, it is possible to create a measurable program to raise employee-motivation and performance. Often it requires support with robust technology and effective communication. To begin, we need to understand some key drivers of the human condition.

DRIVERS OF ORGANIZATIONAL ADRENALIN

In recent years independent researchers, human behaviorists and management consultancies have conducted a number of studies involving employees and managers to understand how employee productivity may be optimized and sustained.

All of them conclude that to motivate the aspiration and passion of the individual, four basic sources must be tapped – Clarity, Catalysis, Development and Recognition. These are in turn directly affected by the quality of Purpose, Associations, Evolution and Rewards. (See accompanying graphic)



"Creating engagement is not about driving a particular set of behaviors. It is much more about creating an environment in which people feel energized to do the best work of their lives."
 - Coles Hewett Associates

CHANNELING ENERGY FOR CORPORATE PRODUCTIVITY

The management of traditional extrinsic factors, like structure, process and systems needs to be matched to the effective management of intrinsic factors, like Clarity, Catalysis, Development and Recognition. However, employees must always be energized to perform in a manner and direction that is aligned to organizational goals that are well-defined, mutually accepted and transparent.

In effect, HR today must be fully aligned with business strategy to deliver optimal performance. (See accompanying graphic)



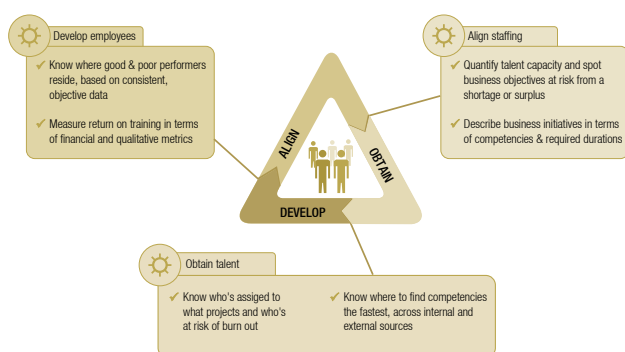
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Aligning HR with Business Strategy: Gartner's 4 Step Approach

Gartner Research in a 2003 study recommended a 4-step approach to aligning HR with business strategy (see accompanying graphic above). Step 3 highlights specific systems that play a pivotal role in alignment of HR strategy to corporate goals.

Further, according to recent industry research, Workforce Management strategies that are disconnected from business needs will be unable to keep pace with shifting operational models in a volatile economy. To thrive, companies will need Adaptive Workforce Management, which Forrester defines as 'relentlessly aligning the supply of talent with changing business needs'.*

However, without actively engaging the intrinsic potential of the workforce, an organization cannot expect its drive to corporate productivity to be optimal.



Source: Forrester Research, Inc.

SUMMARY

The enormity of human potential and its pivotal role in corporate productivity cannot be overstated. While most organizations have employed comprehensive process and rationale-driven metrics to drive performance, only a more holistic view of individual engagement in the workplace can raise organizational energy and deliver a sustained boost in individual productivity.

Organizational energy can be recognized, cultivated and aligned to corporate goals simply when HR plans expand their scope of what constitutes individual engagement to professional tasks. Recent research suggests 4 basic sources – Clarity, Catalysis, Development and Recognition must be tapped in a structured and transparent manner. This is usually underpinned by intuitive technology and robust internal communication initiatives.

Organizations who thus optimize their investments in their people find the workforce brimming with adrenalin: Capable resources 'switched on' and more engaged with their tasks, business and workplace constraints do not limit their potential any more, creativity and innovation returns to desks across the enterprise.

Rather than 'soft benefits', companies actually total up measurable business benefits in greater organizational alignment, quicker response to business events and opportunity, better deployment of capable resources to key initiatives, qualitative superiority and innovation in work practices and a satisfied workforce claiming optimized Work-Life balance.

Adrenalin is a web based human capital management software that automates business to employee processes and is designed to boost productivity. Team Adrenalin constantly explores leading-edge people management & development issues and how a technology interface can aid business leaders in the managing the process better.

Our aim is to help organisations and business leaders maximise the human performance within and thereby deliver business growth.

Adrenalin is now a favourite with over 100 companies and growing in popularity thanks to its ease of use. Not only is it less complex than comparable systems, Adrenalin also works faster, effectively, and all its processes are useful 100% of the time. Only Adrenalin allows 1 hour to install, 1 day to train, and 1 week to implement. Enter a fast and simple world of intelligent working with real-time information sharing. Get transformed, now.

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