

## McBASSI ANALYTICS

*We take the guesswork out of the people side of the business*

Our approach creates business intelligence that leads to improved decision-making and superior business results.

In short, we produce actionable insight – not a data dump.

We do this by combining data (employee survey, financials, HR data, etc.) and systematically and creatively analyzing it.

The McBassi People Index® is a high-quality survey designed to enable you to link your organization's survey results to its key performance indicators – something traditional employee surveys are not well-suited to do. (If you already have an employee survey, it may be possible to use data from that instead.)

The findings and recommendations you'll receive from our analytics are presented in an easy-to-understand, highly visual, and compelling format.

McBassi Analytics is like an MRI – it enables you to see inside your organization and diagnose with great precision both the sources of value creation and the impediments to it. This helps you move beyond myths and limiting assumptions.

**With confidence and laser-like precision, you will know how to:**

- Increase sales productivity
- Improve merger and acquisition success rates
- Improve quality and safety
- Enhance leadership effectiveness
- Increase employee engagement
- Decrease unwanted employee turnover
- Improve workforce diversity
- Embark on highly effective cultural transformation initiatives
- Create a much more powerful balanced scorecard approach
- Develop an effective HR metrics strategy

