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People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics)

Ben Waber

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Discover powerful hidden social "levers" and networks within your company… then, use that knowledge to make slight "tweaks" that dramatically improve both business performance and employee fulfillment! In *People Analytics*, MIT Media Lab innovator Ben Waber shows how sensors and analytics can give you an unprecedented understanding of how your people work and collaborate, and actionable insights for building a more effective, productive, and positive organization. Through cutting-edge case studies, Waber shows how:

- Changing the way call center employees spent their breaks increased performance by 25% while significantly reducing stress
- Quantifying the failure of marketing and customer service to communicate led to a more cohesive and profitable organization
- Tweaking the balance of in-person and electronic communication can enhance the value of both
- Sensor data can help you discover who your internal experts really are
- Identifying employees involved in "creative" behaviors can help you promote innovation throughout your business
- Sensors and simulations can help you optimize your sick-day policies
- Measuring informal interactions can improve the chances that a merger, acquisition, or "mega-project" will succeed

Drawing on his cutting-edge work at MIT and Harvard, Waber addresses crucial issues ranging from technology to privacy, revealing what will be possible in a few years, and what you can achieve right now. In bringing the power of analytics to organizational development, he offers immense new opportunities to everyone with responsibility for workplace performance.

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