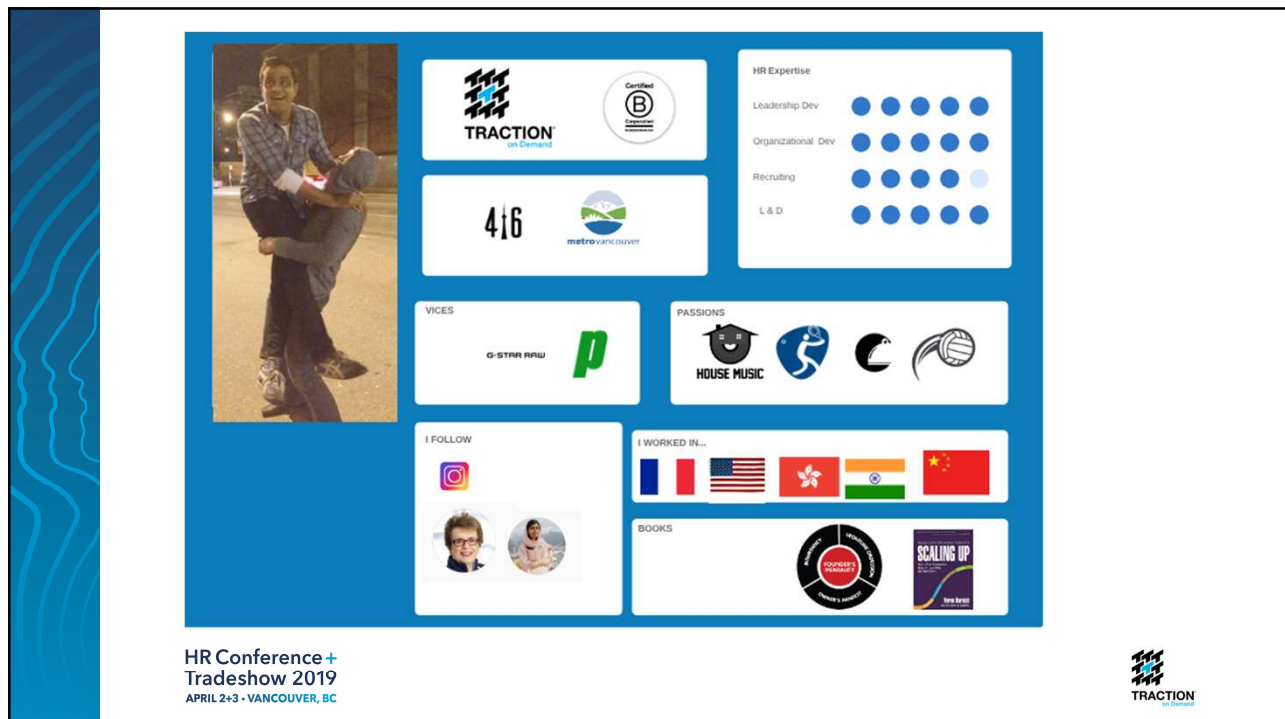




1



2

OBJECTIVES

- Provide a different definition of employee engagement
- Demonstrate our engagement app to show how to build roles around people and what they enjoy
- Detail how we leverage this employee data to make more challenging and interesting work for all of our employee groups
- Provide insights on how to challenge traditional methods of gathering employee engagement data

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3

AGENDA



4



4



WE ARE TRACTION ON DEMAND

HIGHLIGHTS

- **Largest** dedicated Salesforce consulting partner in North America
- **Over 11 years** experience implementing and developing on the Salesforce platform
- 15th largest Salesforce customer in Canada
- **4,500+** Salesforce projects
- **600** employees
- **Over \$1 million** in service grants to non-profit organizations



HQ Vancouver

OFFICES Montreal
Toronto
Houston
Dayton
Jaipur
Nelson

588+
**SALESFORCE
CERTIFICATIONS**

Including:

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Commerce Cloud
- Community Cloud
- Platform Developers
- FSL + CPQ Certified

**3
CORE
PRINCIPLES**

- Empowered People. Enabled Organizations.
- Data is the lynchpin
- Fully independent

5



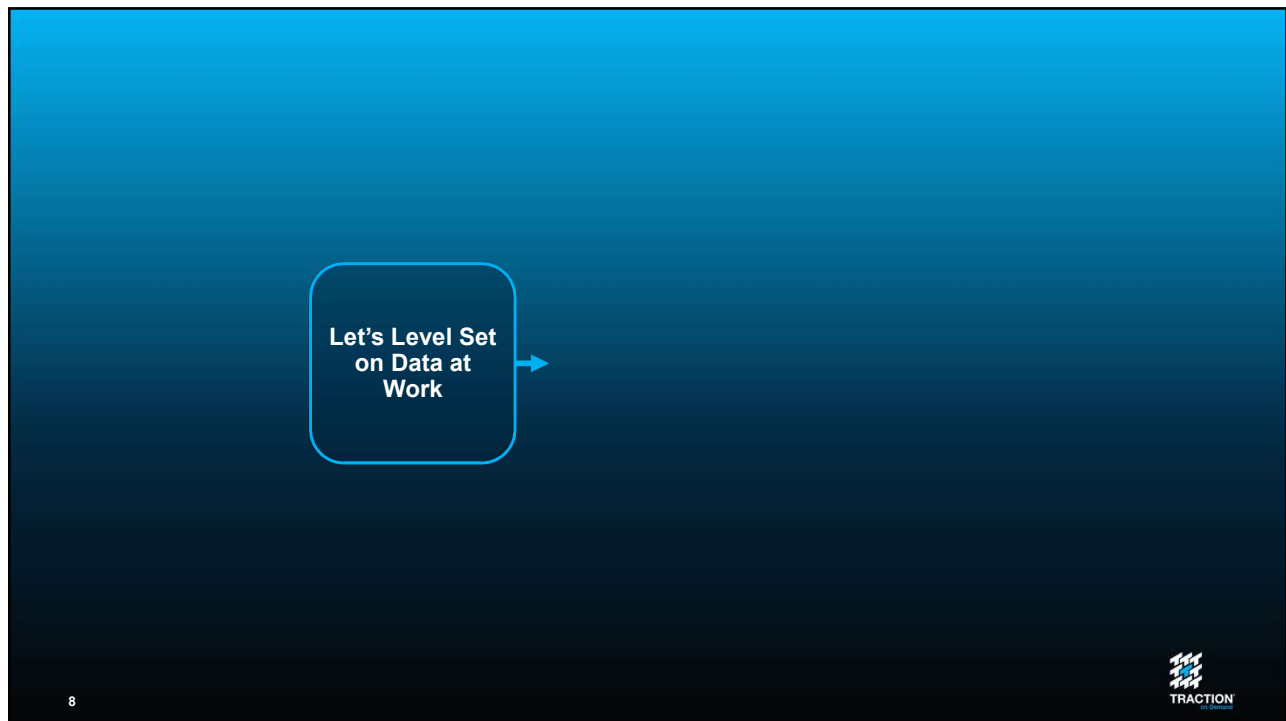
BUILDING A COMMUNITY, NOT A COMPANY



6



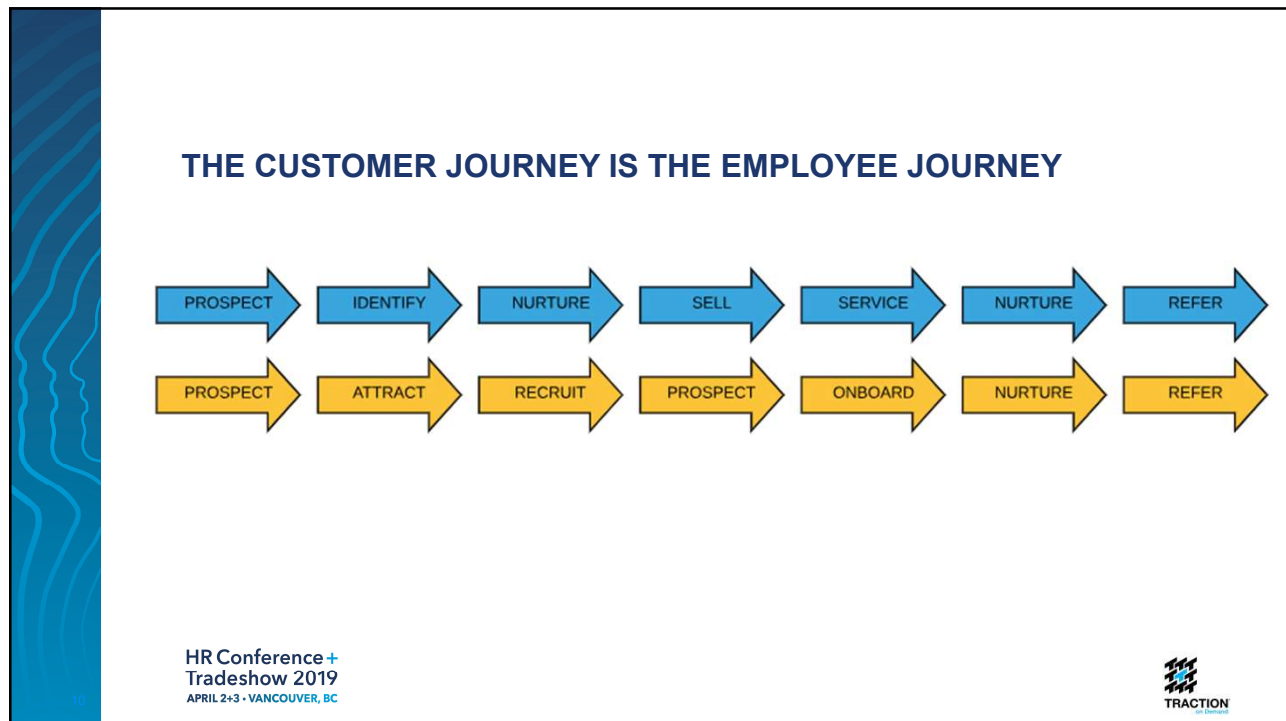
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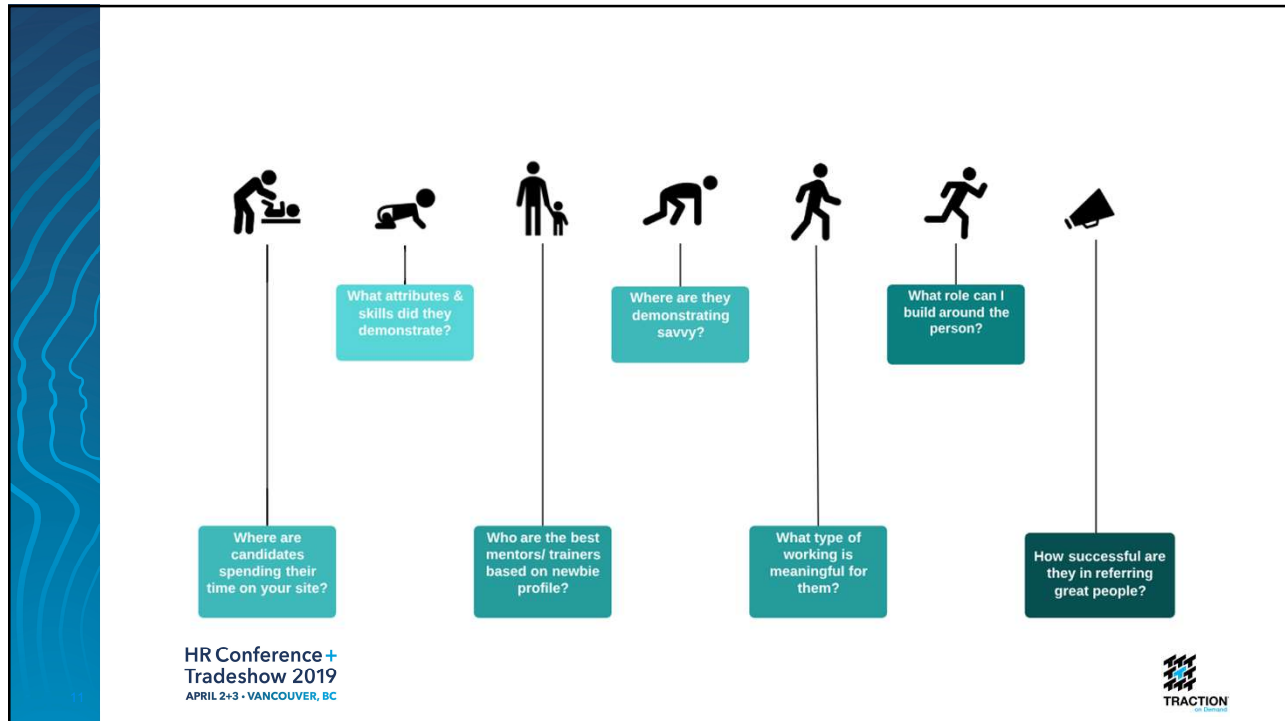
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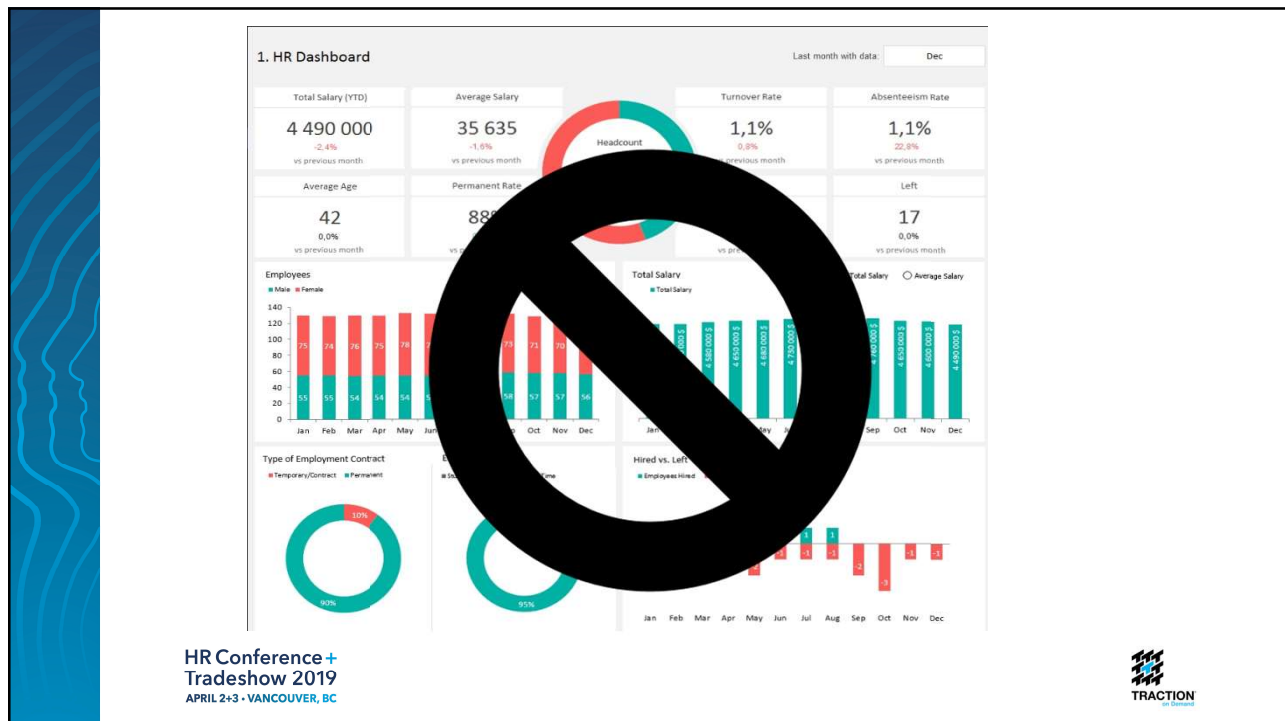
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10



11



12

THE PROBLEM WITH HR...

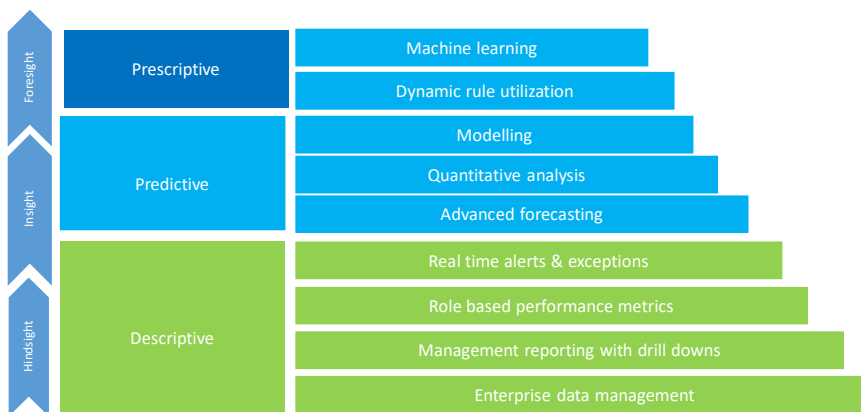


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WHERE IS HR: DATA ANALYTICS



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HR = Order Taker



HR = Trusted Advisor

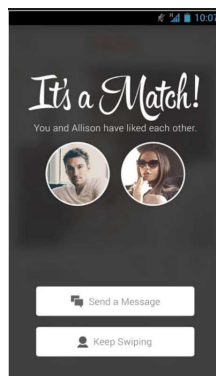
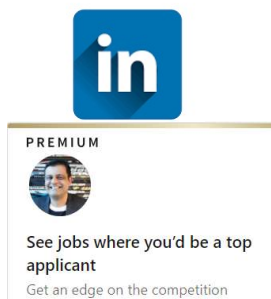


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WHERE IS PREDICTIVE AND PRESCRIPTIVE DATA??



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Shelf space optimization Risk modelling Product pricing Genetics analysis Customer churn Recommender Index

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TRACTION
an IBM company

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Data Activity →

18

TRACTION
an IBM company

18

WHAT DID YOU GET?

Activity



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Activity

Cleansing & Collection

1. ARE THE COLOURS THE SAME?
2. IS THE NUMBER IN EACH BAG THE SAME?
3. HOW MANY OF EACH COLOUR DO YOU GET IN A EACH BAG?
4. DO THE TOTAL NUMBER OF EACH VARY BAG TO BAG?

Migration

1. COMBINE YOUR RESULTS
2. SUMMARIZE YOUR FINDINGS

Integration

1. HOW MANY BITES DO EACH TYPE TAKE TO DISSOLVE?
2. HOW LONG DOES EACH ONE TAKE TO MELT?

Governance

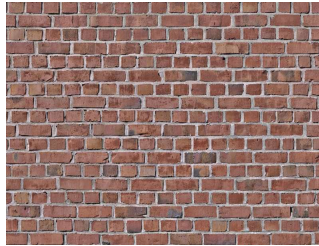
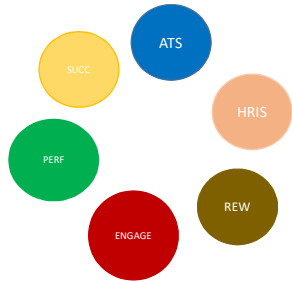
1. HOW ARE YOU GOING TO ENSURE YOUR DATA'S INTEGRITY?
2. WHAT STEPS CAN YOU TAKE?

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LOOK FAMILIAR?

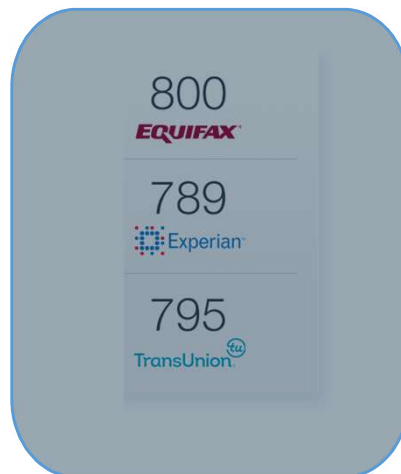


SALES
MARKETING
OPERATIONS
PROCUREMENT

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MORE PREDICTIVE & PRESCRIPTIVE DATA....



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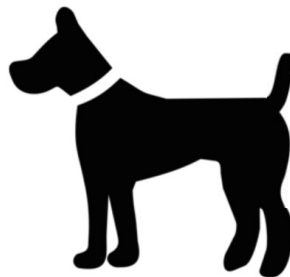
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FICO SCORE	HR WORLD = LOVE AT WORK
90 Days past due delinquency	
Total balance divided by sum of credit limits	
Age of borrower in years	
Number of times borrower been past due	
Monthly debt payments, alimony, living costs / gross income	
Number of open loans	
Number of dependents in family	
Monthly income	

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FINDING THE PERFECT DOG



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Let's Buy a Dog!

Age - Age of pet when listed, in months

Breed1 - Primary breed of pet

Breed2 - Secondary breed of pet, if pet is of mixed breed

Gender - Gender of pet (1 = Male, 2 = Female)

Color1 - Color 1

Color2 - Color 2

Color3 - Color 3

Temperament: Good with Kids (1=Yes, 2= No)

MaturitySize - Size at maturity (1 = Small, 2 = Medium, 3 = Large, 4 = Extra Large)

FurLength - Fur length (1 = Short, 2 = Medium, 3 = Long, 0 =)

Vaccinated - Pet has been vaccinated (1 = Yes, 2 = No, 3 = Don't care)

Dewormed - Pet has been dewormed (1 = Yes, 2 = No,)

Sterilized - Pet has been spayed / neutered (1 = Yes, 2 = No, 3 = Not Sure)

Health - Health Condition (1 = Healthy, 2 = Minor Injury, 3 = Serious Injury)



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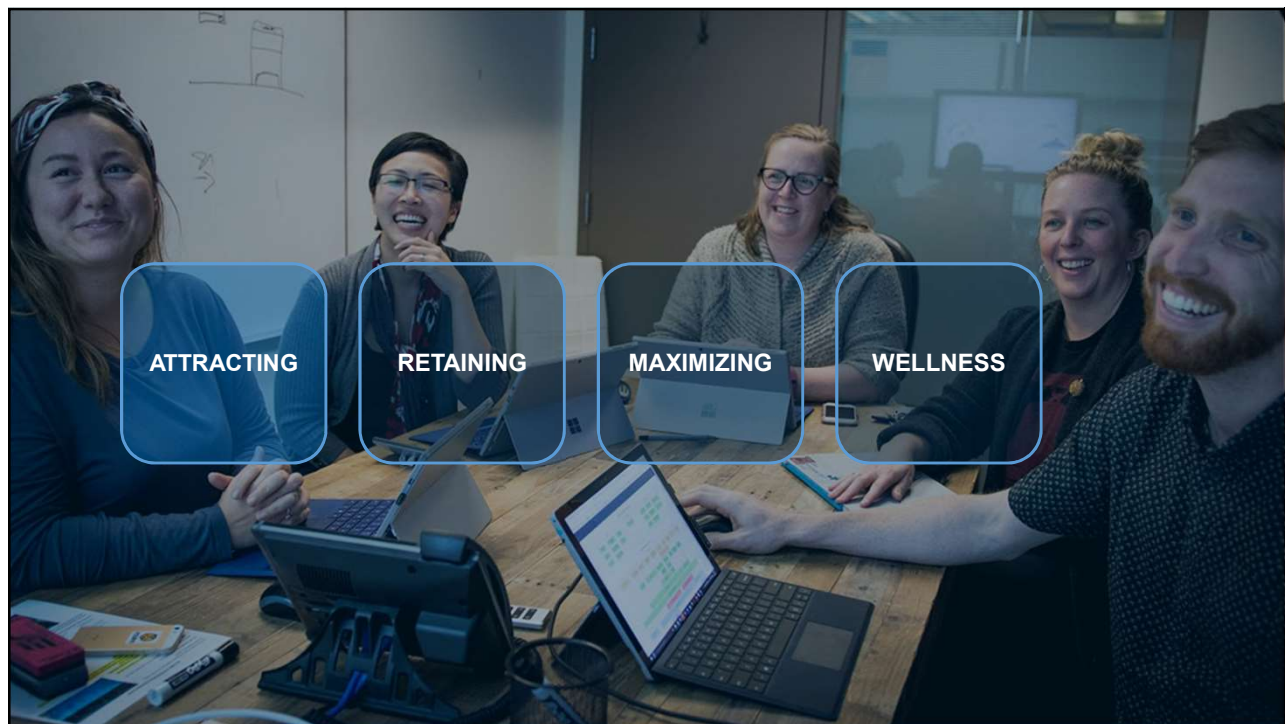
AGENDA

**Data Love at
Traction**

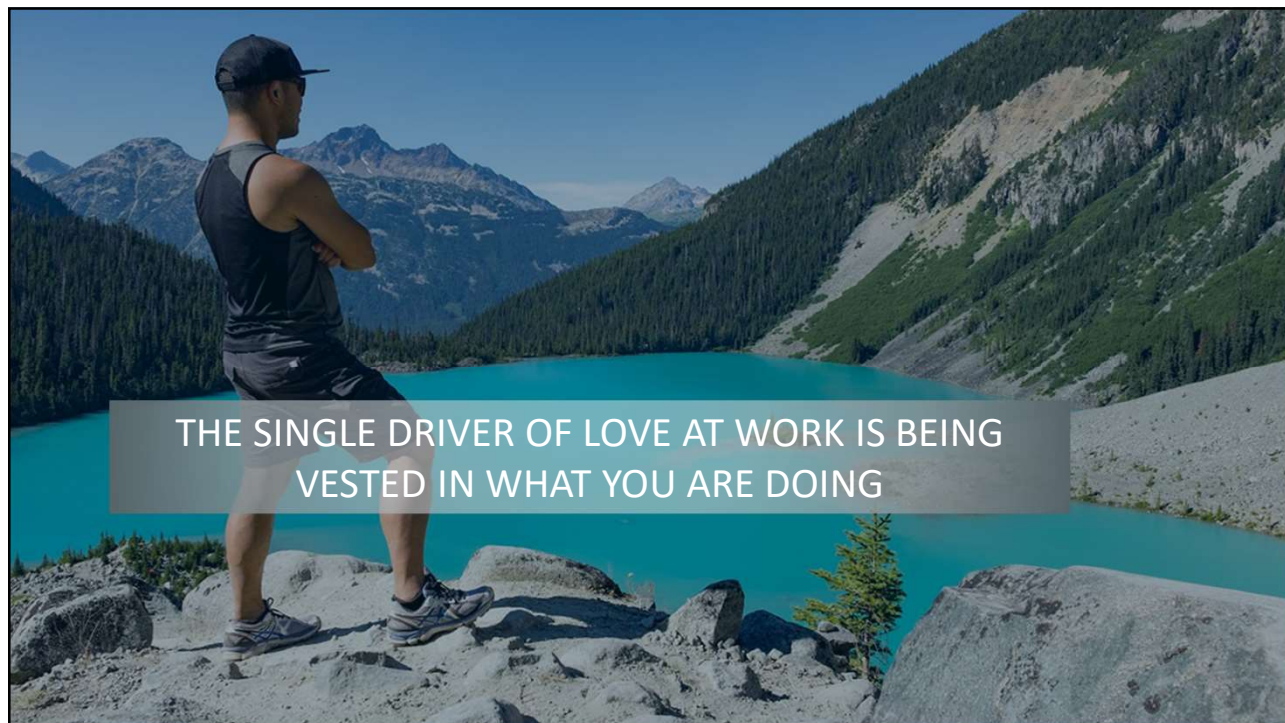
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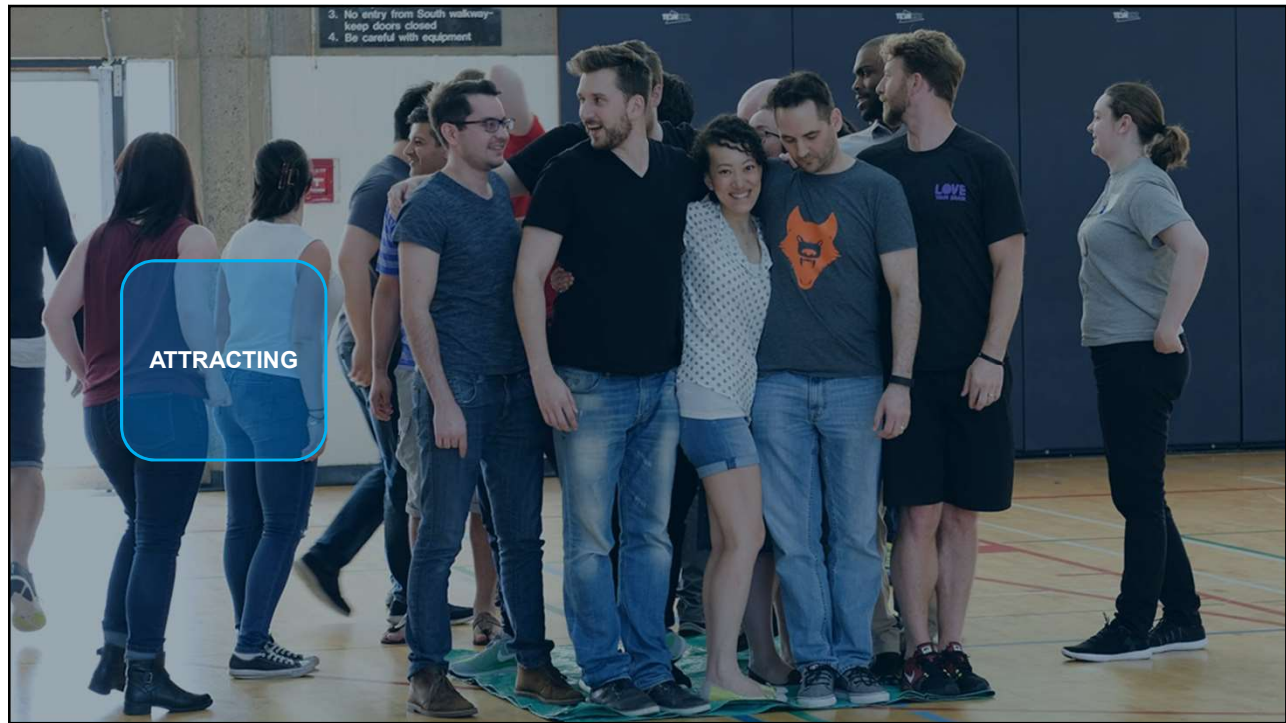
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ATTRACTING

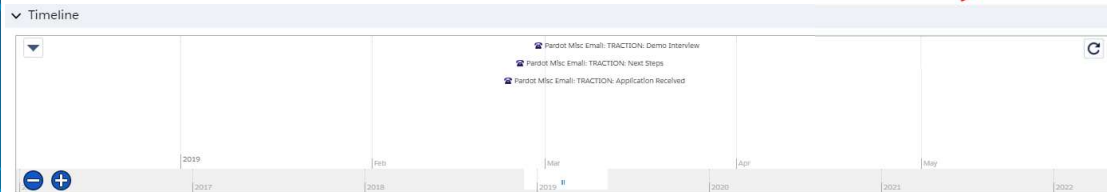
WHY ARE WE RECRUITING THE SAME WAY WE HAVE DONE IT FOR DECADES?

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TRACKING BEHAVIOUR



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LEAD SCORING ON BEHAVIOUR

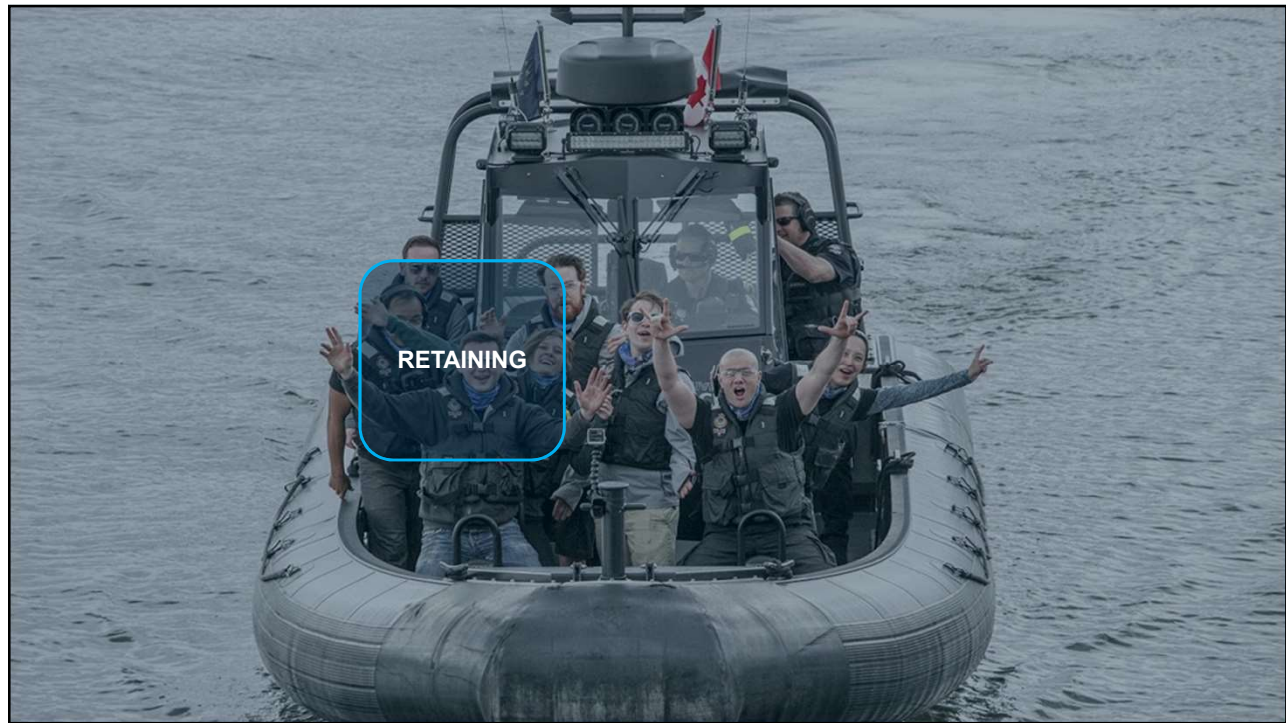
Interesting Moments				
Web Activity				
Score				
Email				
Interesting Moment	Date			
Email: Clicked Link in Email: Initial Opt In Conversion.Initial Opt In Conversion Email - Candidates Link: http://tractionondemand.com/opt-in/	7/3/2014 9:43 AM			
Email: Opened Sales Email: Initial Opt In Conversion.Initial Opt In Conversion Email - Candidates	7/3/2014 9:40 AM			
Web: Visited Traction web page tractionondemand.com/opt-in/	7/3/2014 9:40 AM			
Email: Opened Sales Email: Registered Reminder - May 26th Reminder Email	5/26/2014 9:02 AM			
Email: Opened Sales Email: Registration.TF14 Registration Confirmation Email	5/25/2014 1:03 PM			
Web: Filled Out Form: Registration Registration Form - TF14 on TractionForce2014	5/25/2014 1:01 PM			
Web: Visited Traction web page TractionForce2014	5/25/2014 12:59 PM			
Web: Visited Traction web page tractionondemand.com/	2/26/2014 10:39 AM			
Email: Clicked Link in Email: Candidate Progression Emails 4. Candidate Status Update - Culture Interview Link: http://tractionondemand.com/why-traction/	2/17/2014 6:47 PM			
Email: Clicked Link in Email: Candidate Progression Emails 4. Candidate Status Update - Culture Interview Link: http://tractionondemand.com/who-we-are/our-people/	2/17/2014 6:39 PM			

Interesting Moments				
Web Activity				
Score				
Email				
Score Name	Change	Total	Date	Campaign
Lead Score	+5	140	7/3/2014 9:40 AM	Opens Sales Email
Lead Score	+10	135	7/3/2014 9:40 AM	Visits Site GET 10

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RETAINING: LOVE LANGUAGES

Five circular icons are arranged horizontally, each representing a different love language: a green circle with a white hand icon, a blue circle with a white heart and speech bubble icon, a yellow circle with a white heart and speech bubble icon, an orange circle with a white heart and speech bubble icon, and a pink circle with a white gift box icon. To the right of these icons, several red hearts of various sizes are floating.

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ABOUT YOU

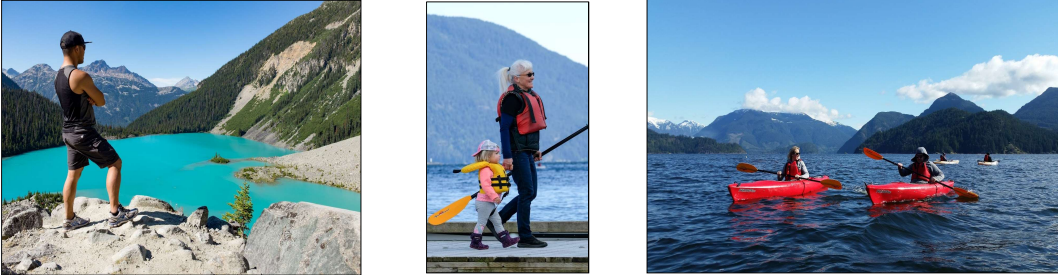
OK, let's face it. Everyone started somewhere. And, who knows, in your case this may be the first Salesforce.com related job you've looked at. Trust us, we won't hold it against you.

When we bring people onto the Traction on Demand team, we focus on four factors: intelligence, work ethic, personality fit and lastly, relevant experience. We all started somewhere, and it was not at Traction. Well, that statement is almost true.

Regardless, we want to learn more about you. So, give us some **color**!

What do you love to do in your free time?

What was the funniest thing that happened to you in the last five days?



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PEER2PEER RECOGNITION

Your 18/19 Q3 All Star Team

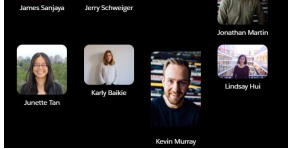
@Jordan Schwartz has given @Jack Mercer a shout out!

I have to give a special shoutout to my BBBSA "work-spouse" from the past 12 months (Georgie you can have him back now...). Jack, could not have asked for a better crime over the past year - super proud of what we were able to accomplish and I can't say enough about how much of an impact you personally have made to the en 270 Big Brothers Big Sisters affiliates.

You are a Legend
You are a F@%#ing LEGEND!



21 16 12 3 2 7 2

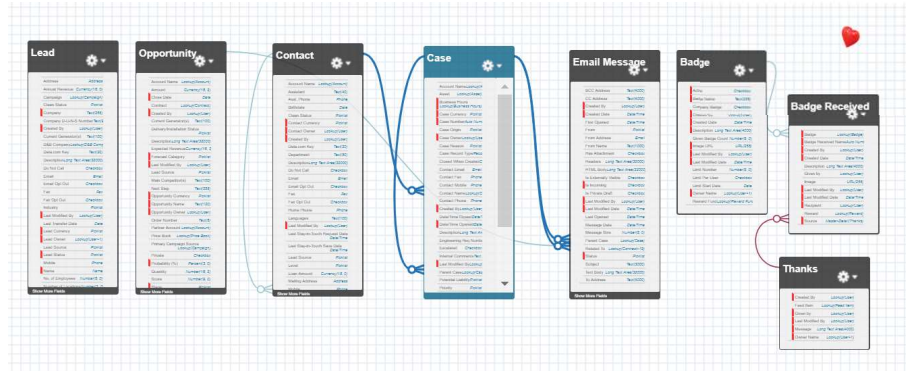


Beyoncé of Traction
Beyoncé of Traction

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EVERYTHING IS CONNECTED

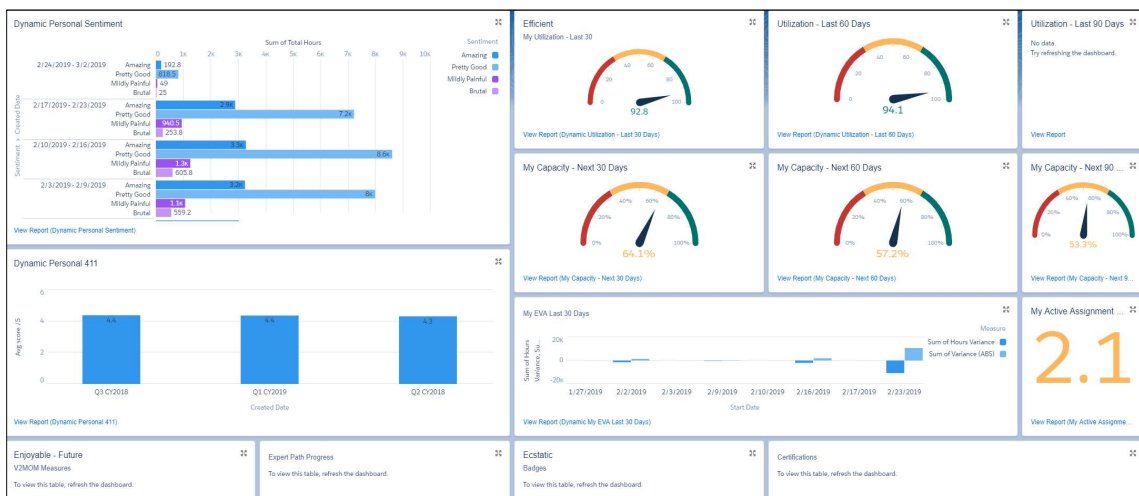


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DATA DRIVEN DASHBOARDS



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Traction Consulting Home Chatter Opportunities Projects Client Logins Cases V2MOM My Training Time Entry Reports More

TRACKS CATALOG MY TRAINING PLAYER CARD

AARON ZUCCOLINI

#22

Manager: Gong Matsui
Chatter: @AaronZ
Email: azuccolini@tractionds.com
Roles: Project Manager, Declarative Developer, Architect, Mentor, Overland, Solution Overland, Overland

Search Users

Years at Traction	Local	Projects Where Solution Owner	AppExchange Mentions
5.9	10	16	6
15	3	7	5
Budget	Certs	Linden Home	Linden Mills

BIOGRAPHY

Prior to joining Traction in November 2012, I ran a law firm in downtown Vancouver. In my time there I was able to drive a significant amount of change and doubled profitability. However, what I am proud of, is that during my tenure, the firm became a place people loved to work for and as before that, I worked in corporate IT for "some other CRM company" that started in Vancouver and before that I was a research biologist. I lived in a log cabin in the Boreal forest in Manitoba for a few years, as seriously Fungi Myster had nothing on me. And before that, my first research project was for the Vancouver Police. We were investigating if retired police dogs could be trained to precisely identify marijuana grow ops. Several rounds of security clearance = Garbage heap full of pot plants = @MarjorieGarcia + Fun. I have two kids and a very patient and awesome wife. The little people rock and keep me sane even when they are doing their best to drive me insane.

PERSONAL BLOCKER **(MY VOICE)**

I can help in a lot of ways on a lot of different areas, but this can lead me to do too much at any one time to make a big impact. Help keep me focused on the biggest rocks that I can move to help you and Traction as a whole.

STATS ACHIEVEMENTS CERTIFICATIONS

MODIFIED 02 FILTERS

Date updated: Today at 4:05 PM

Year	Start Date (Year)	Start Date (Quarter)	THI	Total Hours	Number of Projects
2016		Q1	96.67%	17	2
		Q2	78.49%	111.25	11
2017		Q1	90.45%	416.5	12
		Q2	80.67%	528.75	18
2018		Q1	77.67%	487.15	19
		Q2	79.74%	481.5	17
2018		Q1	79.56%	283.5	8

Skill Type by Rating

Type: All

Skill Type by Level

THI by Industry and Role

Happiness by Role

THI Trend (Prev. 12 Months)

Active Projects and Sentiment

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THE MICRO ENTERPRISE CONCEPT



- PROFILE 1
- PROFILE 2
- PROFILE 3
- PROFILE 4
- PROFILE 5
- PROFILE 6

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INCUBATING BUSINESSES BASED ON EMPLOYEES


TRACTION
 guest


TRACTION
 rec


TRACTION
 HIERARCHIES

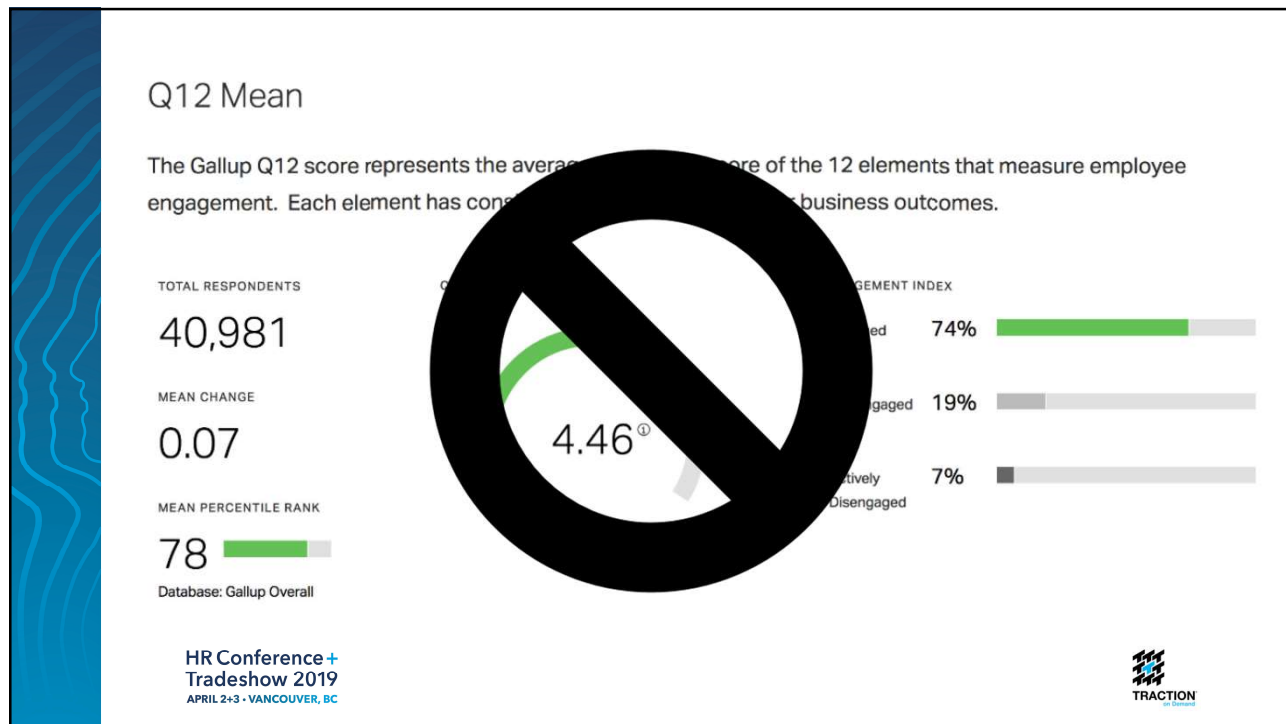

TRACTION
 COMPLETE


binkra

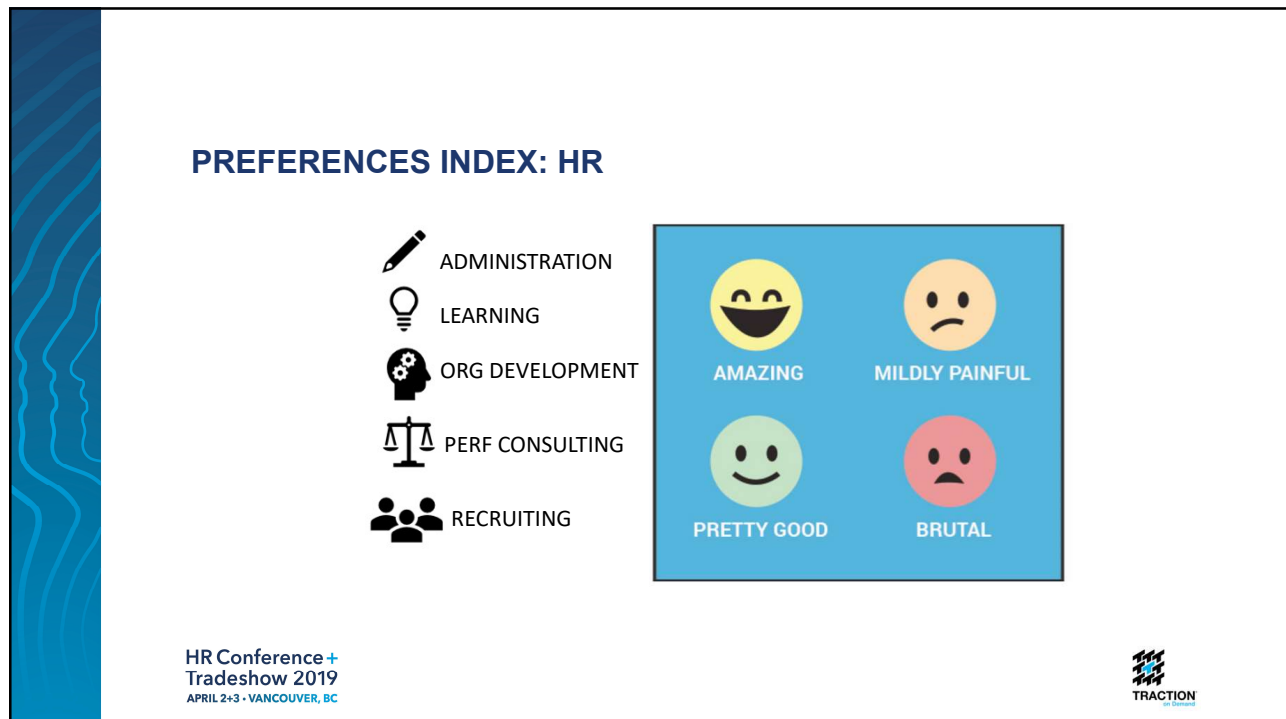
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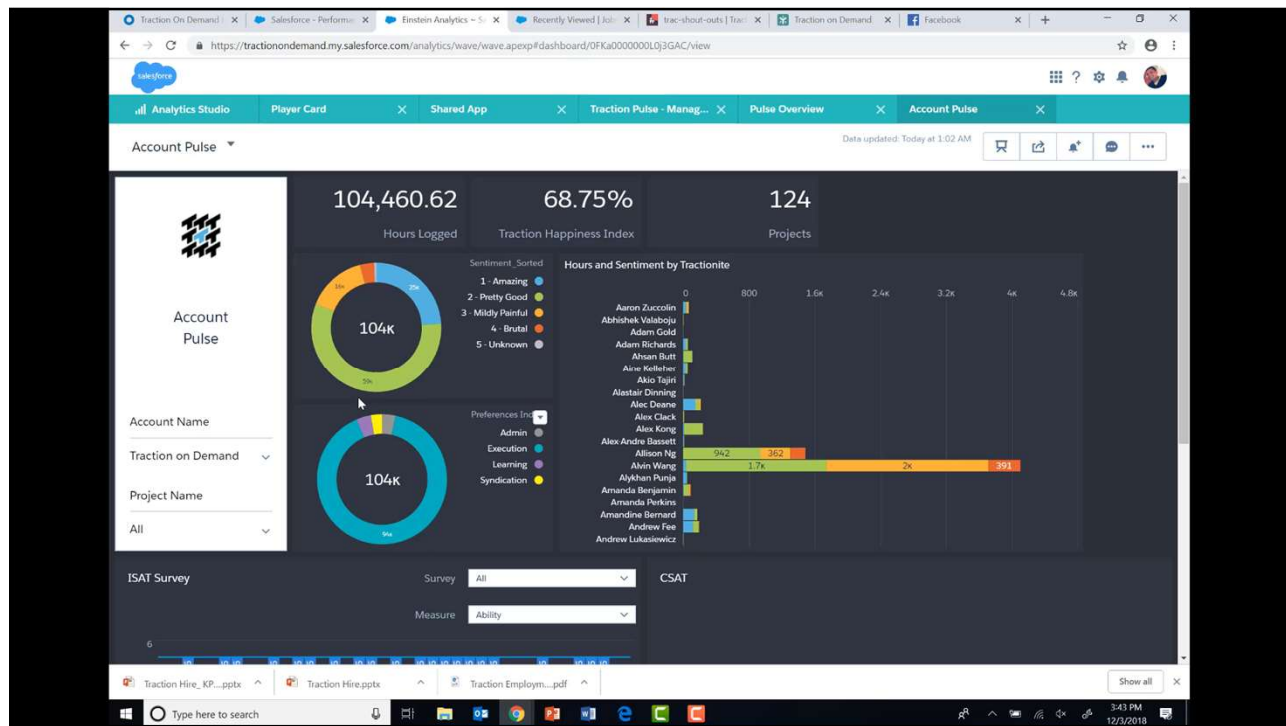
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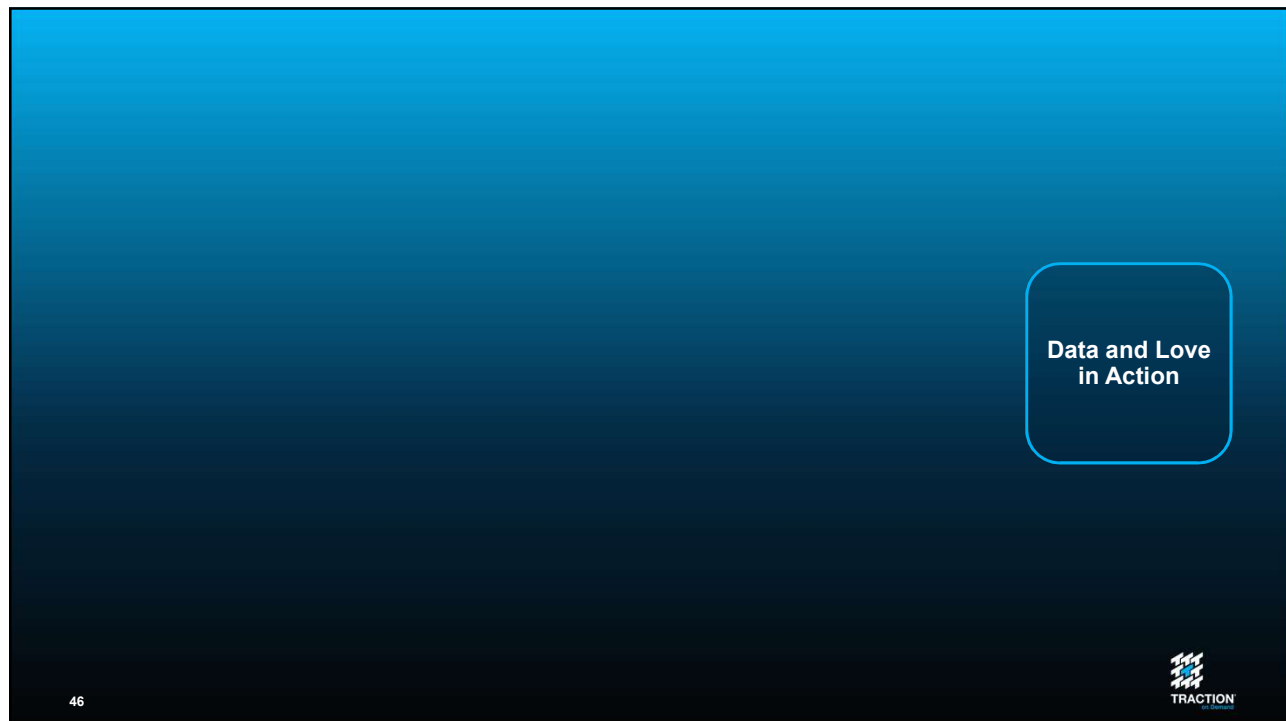
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MANAGER/ HR PERSONAE #1

Engagement/ Retention

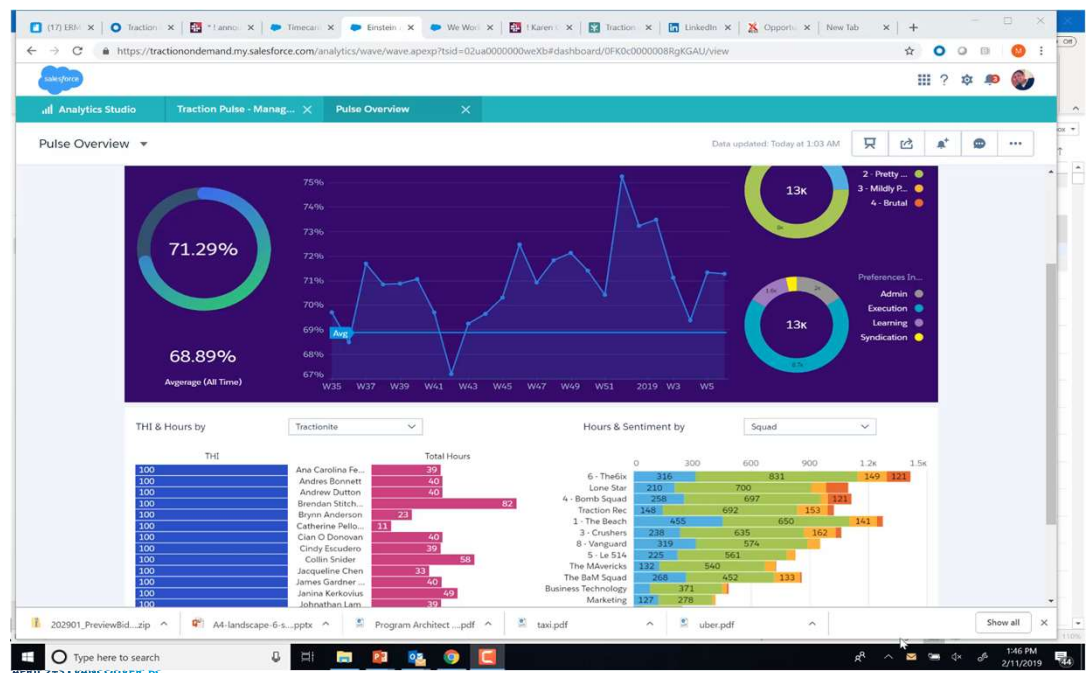


- What % of time are my people leaders coaching and teaching?
- Do my people leaders enjoy managing people?
- Are they in the right role?

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MANAGER/ HR PERSONA #2

Succession Planning



Who are my next leaders?
How do I begin Succession Planning?

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MANAGER/ HR PERSONA #3

Engagement: Burnout

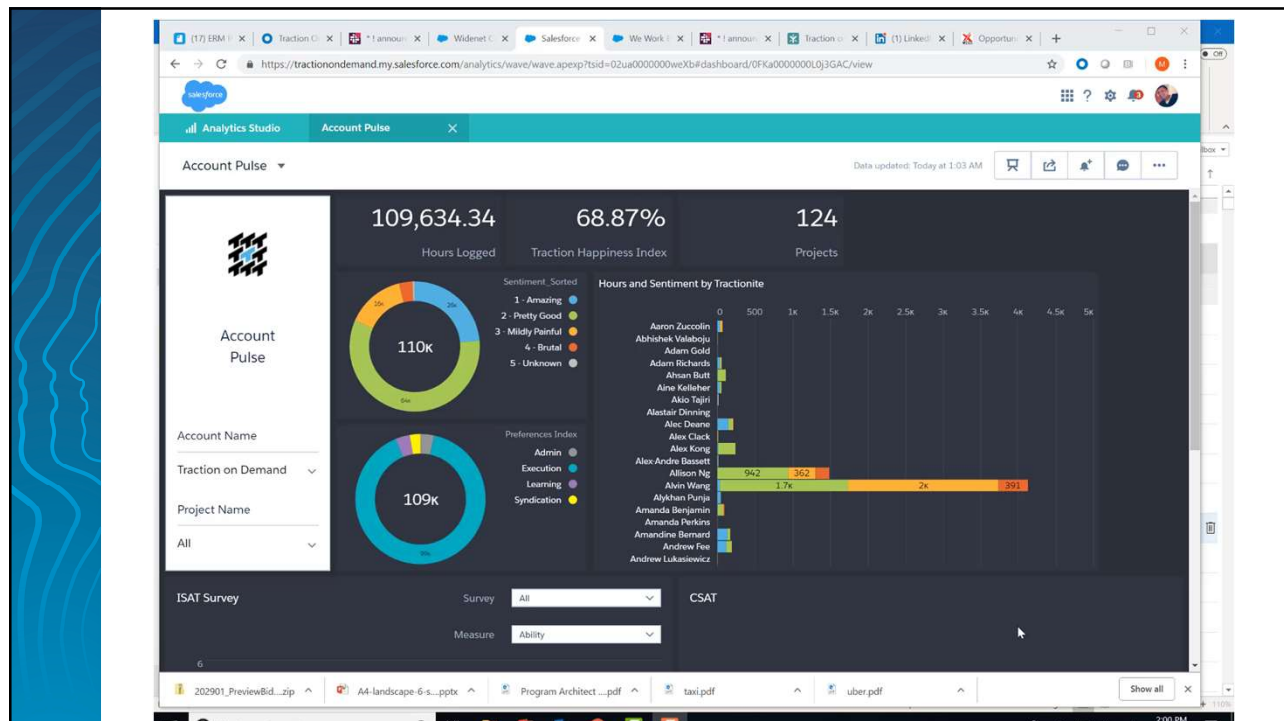


I am concerned about a certain employee as they are always doing the same thing, I don't want them to burn out

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MANAGER/ HR PERSONA #5

Workforce Planning



I think my team is overworked (but I need data to prove it). That way I can request additional headcount OR build out a new functional team

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MANAGER/ HR PERSONA #6

Retention



I want to keep abreast of my team, especially those that may not talk a lot, and ensure that I have ways of seeing how they are doing

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EMPLOYEE PERSONA #1

Time & Preference Management

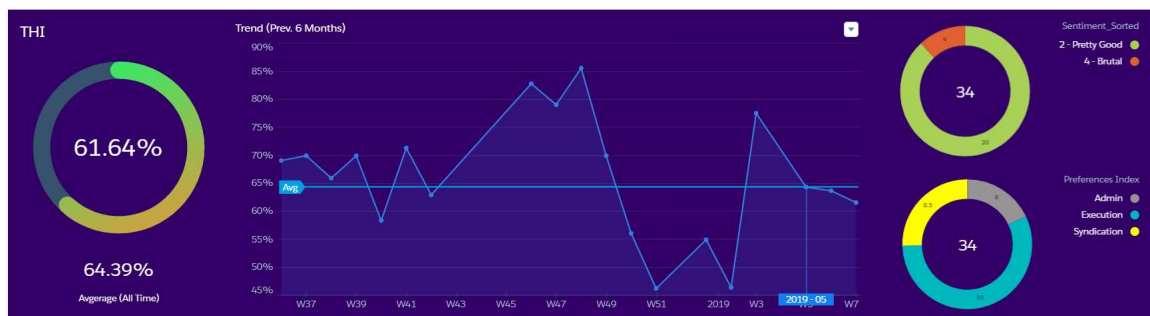


"I am not sure where I spend my time during my day. It is 5 o'clock and I don't know where the day went!"

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EMPLOYEE PERSONA #2

Engagement/ Career Development

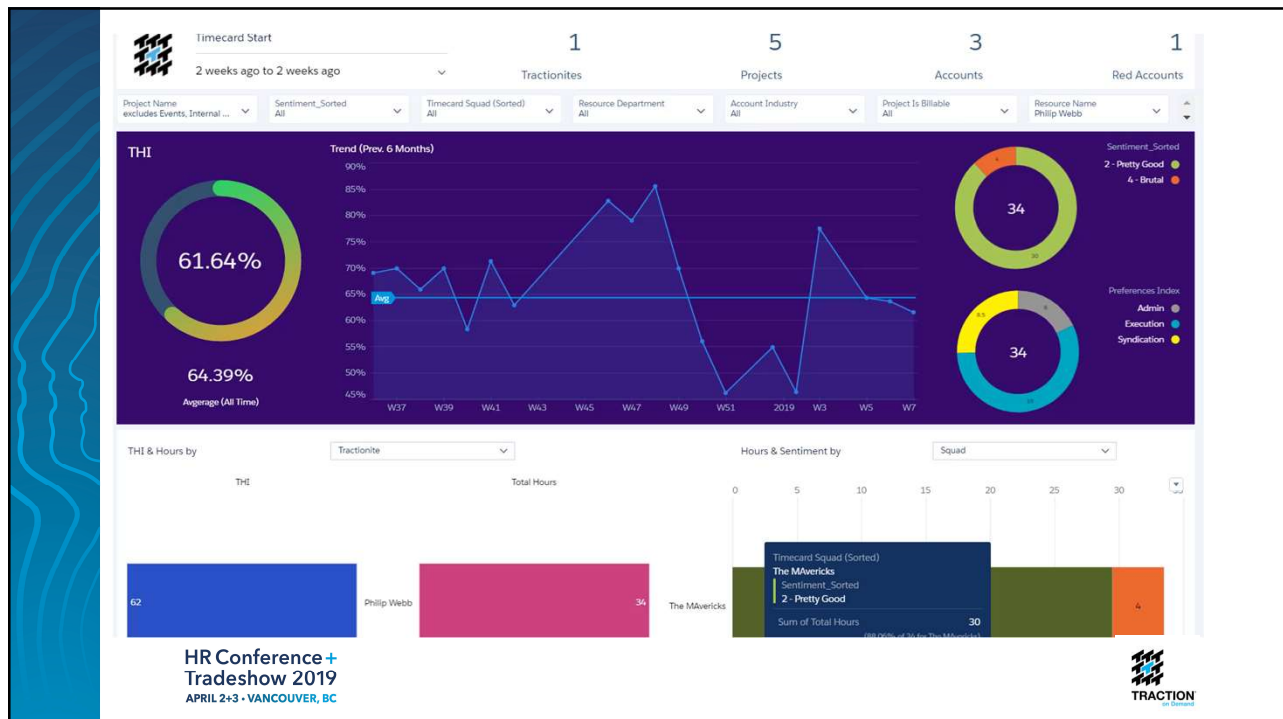


I want to work on functions/ clients that matter to me, but I don't have a way of talking to my manager about it.

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EMPLOYEE PERSONA #3

Engagement: Work Preferences



"All I keep hearing that it is important to be happy at work."
I don't not have a clear idea on what drives me"

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EMPLOYEE PERSONA #4

Coaching

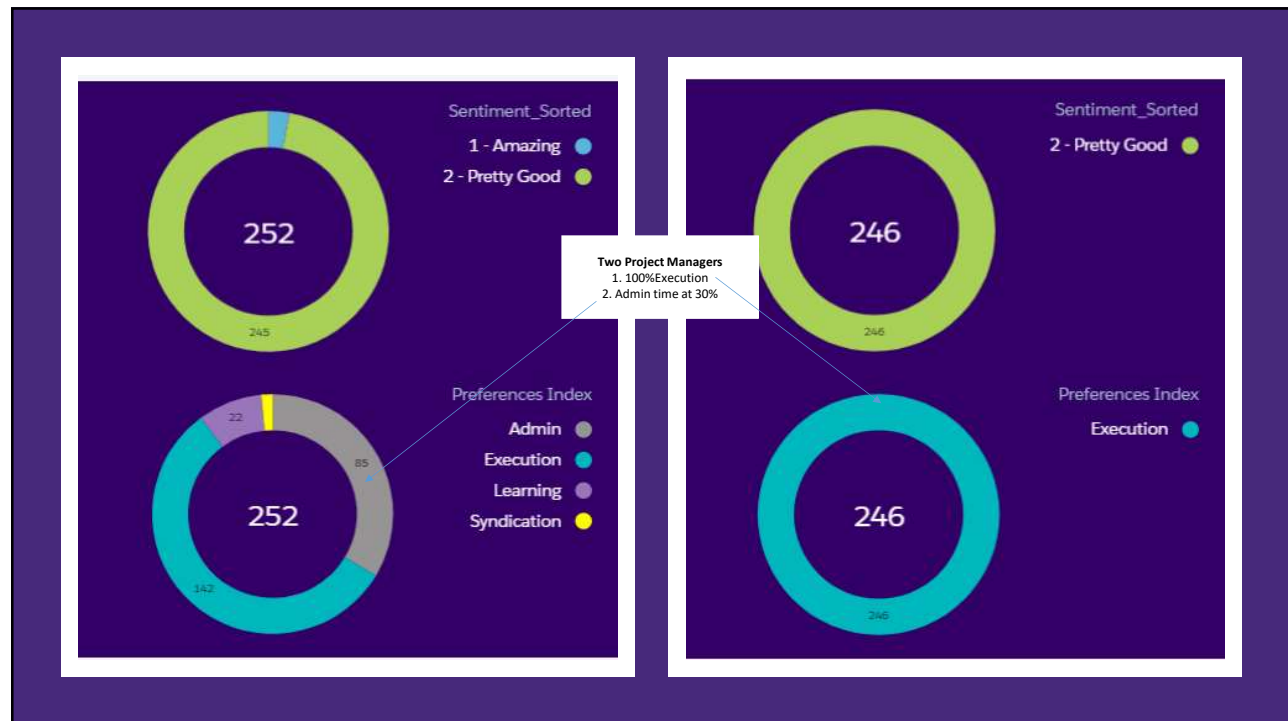


Can I see what others who are happy in my role are doing differently than me

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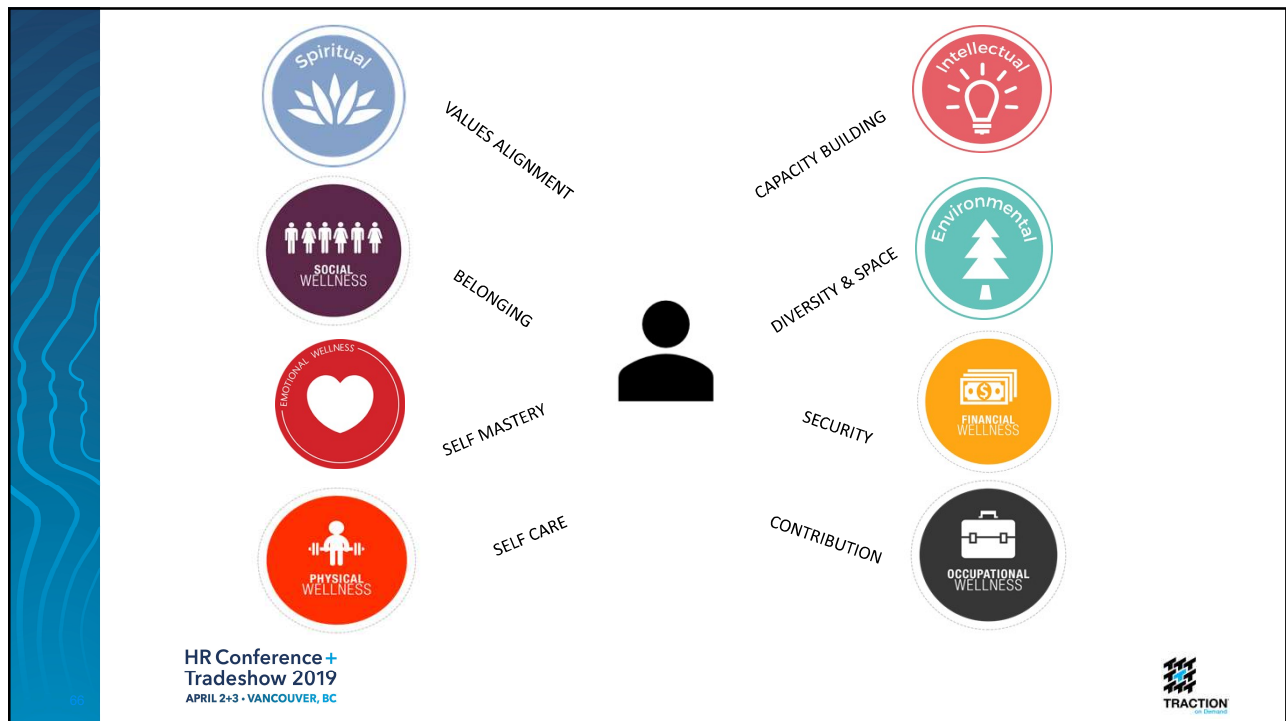
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B Corp Anthem - B The Change



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- People + planet = on par with profit
- We are one of the first 100 BCorps in Canada
- Don't just want to be the best in the world, you want to be the best FOR the world.

Brought to you by
the community of

Certified



Corporations®

What makes us a better company?

B Impact Report

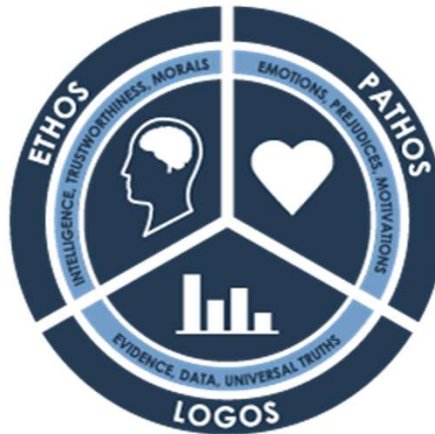
Certified since: December 2013

Summary:	Company Score	Median Score*
Environment	11	9
Workers	39	22
Customers	5	N/A
Community	30	32
Governance	16	10
Overall B Score	101	80

80 out of 200 is eligible for certification
Of all businesses that have completed the B Impact Assessment
Median scores will not add up to overall

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DATA & ETHOS/ PATHOS/LOGOS ON JOB ACTIVITIES



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OBJECTIVES

- Provide a different definition of employee engagement
- Demonstrate our engagement app to show how to build roles around people and what they enjoy
- Detail how we leverage this employee data to make more challenging and interesting work for all of our employee groups
- Provide insights on how to challenge traditional methods of gathering employee engagement data

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WHAT CAN YOU DO TODAY TO START

1. STOP THINKING APPS, START THINKING PLATFORM
2. BUILD TECHNICAL CAPITAL IN HR
3. INTENTIONAL DATA COLLECTION & GOVERNANCE
4. INITIATE CHANGE
5. BE INSURGENT

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IF YOU ARE NOT UNDERSTANDING WHAT YOUR
EMPLOYEES WANT TO WORK ON...



YOU SIMPLY DON'T CARE ABOUT YOUR EMPLOYEES

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