ActivTrak

Productivity Lab

Introducing ActivTrak to All Employees

To be Presented by: Company Leadership

Audience: Company-wide

Introducing ActivTrak

▶ At [Your Company Name], we care how we achieve our business goals.

▶ We recognize that there are many ways in which we can better support our teams.

▶ Whether it's evaluating work arrangements, improving existing processes, or upgrading technology tools, there are always ways we can optimize productivity.

▶ We feel that eliminating as many barriers as possible will allow all of us to focus on doing our jobs while enjoying them along the way.

▶ For this reason, we've decided to incorporate ActivTrak into our operations.

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Should I consider changing the way I work?

▶ ActivTrak provides insights into your working habits so we can better enable them

- • This means having better discussions about what helps you do your work, upgrading the processes by which we do our work, and better utilizing tools to make our work easier

▶ For these reasons, you should continue to work as you usually do

▶ ActivTrak does not monitor keystroke logging, screen recordings, webcam

recordings, etc.

▶ ActivTrak measures website and application usage and active computer time

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ActivTrak: What is it? And why have we chosen to use it?

▶ ActivTrak is a cloud-based workforce analytics tool aimed at identifying opportunities to improve workforce productivity and performance.

▶ ActivTrak collects and categorizes user activity data to provide views of productive time, app and website activity, messaging usage, and more.

▶ ActivTrak gives managers and employees visibility in order to effectively identify, size, and resolve daily barriers to productivity.

▶ Unlike other workforce analytics tools, ActivTrak differentiates itself in that it seeks to enable businesses to be more productive through managing, not monitoring.

▶ With ActivTrak's data measurement and analysis capabilities, it will become easier to recognize and respond to areas of improvement and focus our efforts.

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How ActivTrak will help us

Employee Fatigue → Identify where potential burnout risks may exist and encourage break times, schedule modifications, or rebalancing of workloads.

Productivity → Understand how much time our team is spending on focused work vs. time in meetings or within messaging apps.

Technology Usage → Decide to suspend or cancel subscriptions of unused technology. Or, evaluate where additional/different tools may be needed.

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How ActivTrak will help us

Remote & Flexible Work Arrangements

Build confidence in flexible work arrangements based on demonstrated productive performance.

Operational Efficiency

Use insights into application and website usage to better identify process inefficiencies and opportunities to streamline work.

Employee Training

Understand differences in work patterns between new hires and experienced team members to identify training opportunities.

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What will happen with the data? Will I be involved?

► Activity data is combined into a dashboard that assists in identifying the major productivity obstacles in our way

► We recognize that all data requires context and this is where you play a role

► Depending on the nature of the obstacle, you can expect leadership to engage you in conversations to:

    a. Validate the obstacle

    b. Better understand what's causing it

    c. Be a part of creating the solution

► We commit to sharing ActivTrak findings and the productivity improvements associated with them routinely

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What happens next?

▶ Your managers will be available to answer any additional questions you may have

▶ We want to hear your thoughts and feedback

▶ You are always encouraged to share with your manager the productivity obstacles you face today

▶ Your suggestions to your manager will serve as valuable starting points when analyzing productivity data with your team

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