Productivity Lab

ActivTrak

Introducing ActivTrak to Managers

To be Presented by: Company Leadership

Audience: People Managers

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.

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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Managers are Key

► Managers play an instrumental role in the successful use of ActivTrak across our organization.

► We will emphasize the importance of transparency and employee inclusion as we identify productivity obstacles and the solutions designed to solve them.

► This is a process that will be largely facilitated by you, our managers.

► ActivTrak provides an opportunity for us to step forward with innovative leadership by using data to better support and enable our workforce and facilitate meaningful conversations across our teams.

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.

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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A Sample Process for Keeping your Team Engaged

Identify	Validate & Size	Discuss: Share, Solve, & Commit	Measure	Collect Feedback

1) Identify obstacles that may potentially inhibit employee performance such as distractions and burn-out.

2) Validate and size the observations & understand the magnitude of the obstacle using the ActivTrak data.

3) Share the findings with your team and understand in better detail what could be contributing to the obstacle.

3) Solve for the obstacles with your team and capture any solutions they may have for improving performance.

3) Gain commitment from employees to participate in new ways of working.

4) Measure again. Use ActivTrak data to understand the impact of the team's solutions.

5) Collect reactions from the team

5) If the solution was effective, ensure that it is a sustainable one

5) If the solution does not yield improvement, devise a new one.

■ : Discussion   ■ : ActivTrak Data

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What's Next?

► We will host a company-wide meeting to roll-out the use of ActivTrak throughout the organization.

► We will provide you with a list of FAQs that you can leverage in discussions with your teams.

► We ask that you follow-up with your teams after the initial company-wide meeting to answer any questions they may have.

► You can expect to be engaged in future meetings to help assess data, identify obstacles, and brainstorm solutions.

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