



## Are your investments in people and organization initiatives giving you measurable results?

### Invest with Precision

If you are like most organizations, you're spending about 1% of revenue on people and organization initiatives without explicitly managing, measuring or targeting where to spend it.

Performing and synthesizing decades of research and application by Dave Ulrich and Norm Smallwood, founders of RBL, powers a new technology system, built by CorpU, to show you precisely how to target and measure the impact of your investments.

### The Organization Guidance System (OGS)

The **Organization Guidance System**, using mathematical and statistical algorithms, finds surprising relationships between people and organization investments and employee, strategic, customer, financial and community results.

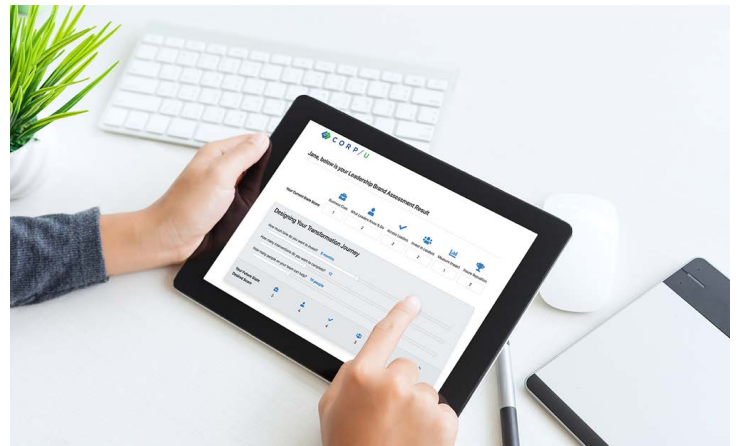
Currently, decision-makers rely on dashboards, scorecards and insights that provide information about strengths and weaknesses, but do not provide guidance on results.

**OGS corrects that oversight.**

Do you want to know which talent initiatives improve financial results? Do you want to invest in leadership to create the most value for customers? Do you want to allocate funding to HR practices that boost employee performance?

**Using OGS, you can.**

**OGS is free of charge** to any leader who wants to answer the questions above and guide their leadership, talent, organization, and HR practices.



### Improve Business Outcomes

Every company wrestles with decisions about how to allocate funds across people and organization initiatives. Some hire expensive consulting firms who charge significant fees for assessments and advice. Others run the same playbooks year-upon-year, not knowing which activities drive critical business outcomes.

OGS has been in development for 18 months with an aim to transform the way leaders optimize their people and portfolio activities.

OGS will guide you to make your budget of 1% of revenue **10% more effective** by making the "right" investments.

Instead of spending money and time on initiatives that don't move the needle on results that matter, OGS shows you how to shift your resources to those that do.

# The Time Is Right

Unprecedented demands of the pandemic, social strife, and economic downturn increase pressure to discover innovative solutions that OGS offers.

## How Does OGS Work?

HR and Business Leaders select from one to four pathways to rate the effectiveness of talent, leadership, organizational capability, and HR initiatives.

OGS provides three immediate results - the first two are state of the art and the third offers dramatic insight into how to make results happen:

1. An aster plot showing the strengths and weakness of your programs
2. A comparison of your company's results to global mean scores
3. Guidance to show where you should invest to drive the stakeholder results that matter most to you

Companies who recruit 20 or more leaders to complete the rating get an additional company report that includes the table at right.

## Get OGS Guidance Now - It's free

Go to the **RBL.ai** website

- Choose the pathway you want to evaluate first and complete the assessment.
- Invite others to complete the assessment with you.
- Get OGS guidance and start driving better stakeholder results.

## If you'd like more information, please contact:

**Norm Smallwood**  
Co-Founder RBL Group  
Email: [nsmallwood@rbl.net](mailto:nsmallwood@rbl.net)

**Rafael Costa**  
Bus. Dev. Executive, CorpU  
Email: [rcosta@corp.u](mailto:rcosta@corp.u)

The table below illustrates 180 choices an organization could make to deliver improved business outcomes. OGS displays green boxes to indicate where this company should invest. The OGS portfolio grid offers incredible insights. This firm should focus on talent more than organization to deliver their desired results. The data also point to building a business case for improving leadership and helping HR professionals improve working relationships as having more impact on results.

		STAKEHOLDER RESULTS				
		Employee	Strategy	Customer	Financial	Social Citizenship
Talent	Acquiring talent					
	Managing employee performance					
	Developing employees					
	Managing employee careers and promotions					
	Communicate with Employees					
	Retaining the best employees					
	Managing departing employees					
	Improve and track employee engagement					
Leadership	Creating a positive employee experience					
	Business Case					
	Know and Do					
	Assess Leaders					
	Invest in Leaders					
Organization	Measure Impact					
	Ensure Reputation					
	Talent					
	Agility					
	Strategic Clarity					
	Customer Centricity					
	Right Culture					
	Collaboration					
	Social Responsibility					
	Innovation					
HR	Efficiency					
	Accountability					
	Information					
	Leverage Technology					
	Reputation					
	Customers					
	Purpose					
Design						
Capability						
Analytics						
Practices						
Professionals						
Relationships						

## Make Results Your Own

Free guidance generated by OGS is produced using thousands of responses from HR and business leaders around the world. You can subscribe to OGS for a modest fee to have the system generate specific guidance tailored to your company's results. The subscription also offers suggestions on metrics to monitor improvements in stakeholder outcomes and ways to track initiatives you carry out to improve your people and organization initiatives.