



WORKFORCE OPTIMIZATION

CREATING CLARITY & ALIGNMENT IN A DISENGAGED WORLD

IGNITE THE POTENTIAL

THE PROBLEM: DISENGAGEMENT

- **Confusion & Overload:** Today's professionals operate in a hyper-connected environment that often praises responsiveness to the detriment of quality work.
- **Cultural Erosion:** Organizations unknowingly enable engagement eroding behaviors through unclear objectives and communications; there is a lack of clarity on what matters most to the organization and its people.
- **Misguided Investments:** Seeking a competitive edge in a complex marketplace, organizations unwittingly dilute many facets of the employee experience – from physical workspaces that create disruption to outdated policies on work-life integration in a “work anywhere” world – we lack the integrated systems necessary to maximize the impact of talent investments.
- **Bottom Line:** Organizations seek efficiency and productivity from their employees while often neglecting what affects their engagement and commitment.

THE COSTS ARE HIGH

- **Investing in People:** ~\$25b is spent each year on leadership development with no measurable impact on engagement and, typically, no clear method to leverage that investment.
- **Work life:** Knowledge workers lose 25% of their time dealing with disruptions that are part of daily business life today – open space, unnecessary communications, interpreting leaderships etc.
- **Real life:** Multi-tasking throughout the day to deal with “real life” (i.e. an active social media presence or family obligations) can sap 40% of their efficiency during “normal” workdays.
- **Keeping Up:** Significant capital is invested in employee engagement programs, corporate messaging, culture building, cutting edge technology and modern workspaces often driven by competitor’s actions that add complexity and disruption without clear and measurable ROI.



A background image showing three business professionals in a meeting. A woman in the foreground is holding a pen to her chin, looking thoughtful. Two men are behind her, looking at a laptop screen.

WE CAN HELP



We bring a depth of experience in business management, building global strategies for complex Fortune 100 equivalent organizations.



Experience in the developing employee learning and workplace investment models such as **Deloitte University** and **KPMG's Lakehouse**; leveraged these initiatives to create experiential improvements firm-wide in learning, well-being and brand eminence.



Experienced leadership in Finance, HR, L&D, Operations, Real Estate, and M&A; we speak your many business languages and understand the challenges that you face in meeting your stretch growth or cost containment targets.

DEFINE & DRIVE A CULTURE THAT YOU CHOOSE

Leverage our methodology to build better loyalty, engagement & productivity

Talent Experience

It's a new day... Invest wisely

- Unlock productivity, creativity, engagement & joy in your people.
- Create integrated, end-to-end strategies that reduce gaps in experience execution.
- Clarify your desired culture and tell your "story" through a mission and strategic narrative that aligns with what motivates your people.

Workplace Strategy

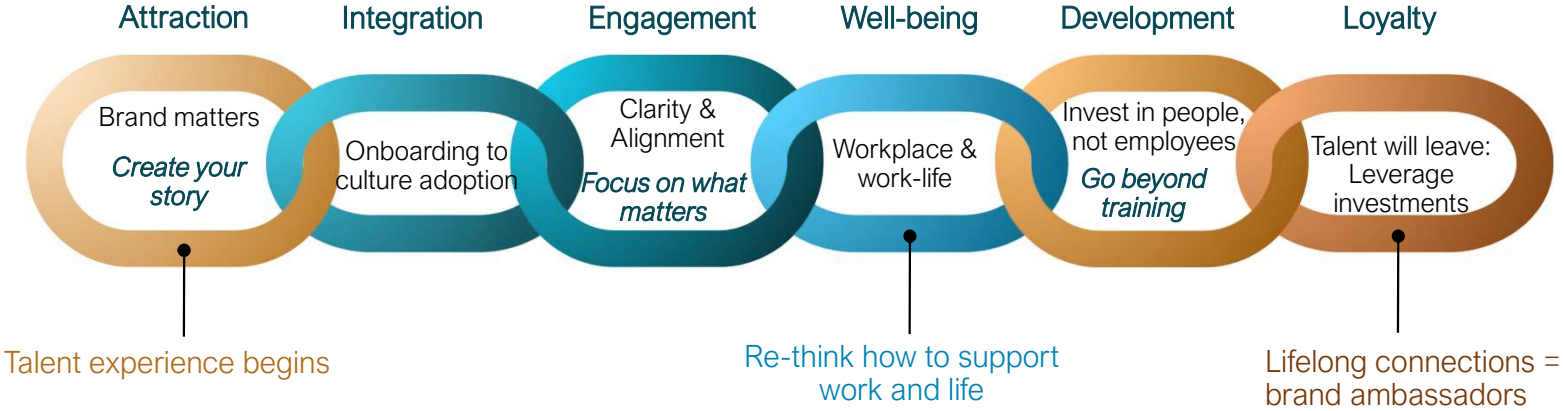
Reflect culture & enable productivity

- The impact of space decisions go well beyond the logistical factors; do you account for the human and business execution factors?
- Support services & systems are often misaligned – we are expert at developing high quality / low-cost models.
- Space designs "of the future" are often incongruent with your actual need for engaging/functional workplaces.

Investing in Career Development

Learning as a differentiator

- A culture that values learning is attractive to today's workforce: skills training AND leadership development.
- Investments in talent spark the attraction/retention of the best people IF leveraged strategically.
- Engaging learning environments drive culture adoption, networking and build deep connections to the organization.



Where are your weak links?

Create an ecosystem that supports your mission and your people

SERVICES & STRATEGIES

Examples of how we can help you with small projects or large transformations

Talent Experience Design

- ✓ **Attraction | Retention: Onboard & Integrate**
Create innovative methods that fit your culture and develop early adoption & engagement
- ✓ **Attraction | Retention: Well-being & Rewards**
Assess total reward methodology, conduct analysis of employee needs, develop cost-effective & market differentiating investments in attraction/retention
- ✓ **Personas & Market Trends**
Understand who your people are, their motivations and aspirations; explore how the market is addressing those personas and customize
- ✓ **Experience Journey Mapping**
Org-wide collaboration to explore and develop the optimal employee experiences from attraction to alumni
- ✓ **Cultural & Brand Narratives – Your Story**
Develop clarity & alignment on your story; who you are together and what you stand for; create baseline for driving engagement as a brand differentiator

Workplace Strategies

- ✓ **Assessment: Workflow, Occupancy & Policies**
3 to 5-day workshops to understand workflow needs, flex work enablement, current utilization, surveys & interviews to re-establish baseline requirements
- ✓ **Strategy Creation: Real Estate & Support**
Facilitate project as advisor in developing and assessing strategic approaches to space & support requirements, identification and acquisition
- ✓ **Strategy Creation: Design**
Serve as an advisor coordinating with all internal stakeholders and designers in defining requirements, coordinating and delivering design options to leaders
- ✓ **Change Management Strategy & Tools**
Leveraging assessment or conduct independent assessments of critical pain points and develop integrated change management strategy and communication plan

Learning Investment Strategies

- ✓ **Corporate University as a Brand Strategy**
Understanding the metrics that matter in these transformational investments, collaborate to determine value proposition & cost/benefit analysis
- ✓ **Learning Assessment: Content & Experience**
Reviewing current data and assessments, engage small groups for discussion, define market standards, define investment strategies to attract & retain talent
- ✓ **Learning Delivery Strategy (Virtual & Live)**
Audit current learning delivery methods and recommend methodologies to create better engagement & retention
- ✓ **Learning Environment Strategy (Virtual & Live)**
Audit current environments and develop strategies to maximize the opportunities to elevate the learning experience and elevate your brand

Strategy | Innovation | Experience | Brand Elevation



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