


# StandOut.

Powered by 



## A NEW BREED OF TALENT SOLUTION for Activating Talent, Teams & Performance.

### THE DATA IS DECISIVE: IT'S TIME TO RETHINK OUR APPROACH TO TALENT.

You see it in almost every organization: employees are putting in longer and harder hours, but engagement and productivity aren't going up. In fact, according to Deloitte Global Human Capital Trends, "productivity in the United States is rising by only about 1% annually, even as employees are working more hours".

For decades, talent solutions (Human Capital and Talent Management systems) have focused on other things: digitizing and automating work, mass integrations, data analytics. These highly automated and integrated systems have made gains, but they still haven't answered the fundamental questions business leaders are asking. How do we create the conditions in which our people can be at their best? How do we get them truly engaged in their roles at work?

Answering these questions requires a new approach, one that develops, elevates and drives real engagement and performance in the people who do the work. It's time to move beyond Talent Management and take action on **Talent Activation**.

**"Around the world, employee engagement has retracted in the last year. 24% — LESS THAN A QUARTER — of all employees fall into the Highly Engaged category." — AON Hewitt, Trends in Global Employee Engagement, 2017**

### WELCOME TO STANDOUT, POWERED BY ADP.

**StandOut is a unified Talent Activation solution.**

Based on 25 years of Marcus Buckingham's research on the factors that correlate to high performance, StandOut switches the paradigm of what a talent solution can do, by going straight to where the work happens, to the person who has the most control over employee engagement and performance: the team leader. Research shows that 70% of Employee Engagement is due to the Team Leader (Gallup, State of the American Manager, 2015).



Team members who use Check-Ins are up to **6x** more likely to be fully engaged.

**StandOut reverse engineers what the best team leaders do to drive business outcomes.**

Finally, HR can deliver a simple, unified solution that lets team leaders drive engagement and see the strengths of employees and the work being done, in real time. StandOut provides tools and coaching that meet teams and team leaders "where they are" and help drive your most important business outcomes.



## COMPANIES CAN NO LONGER AFFORD TO JUST *MANAGE* THEIR TALENT.

StandOut is pioneering how companies pick up where Talent Management leaves off to truly *activate* their talent for bigger and better performance results. Powerful technology not only captures key coaching insights, but is backed by actual strengths-based coaching that delivers speed to impact.

### What does Talent Activation look like?

#### Research reveals the three most impactful areas that help team leaders activate talent:



- **KNOW** StandOut helps team leaders easily identify, map, and deep dive into the uniqueness of the individuals on their teams and the strengths that are delivering results.



- **FOCUS** StandOut brings leaders the most critical element of driving productive behaviours — regular, quick, individualized moments of focus on what needs attention, when it needs attention.



- **ENGAGE** StandOut delivers a proprietary, proven method to engage leaders and teams toward breakthrough levels of growth and productivity.

### Personalized guidance built in

StandOut delivers personalized coaching based on what the world's best leaders do, seamlessly integrated into the real work your leaders are already doing. Add additional insight any time with extra coaching to accelerate action.

## HOW DO YOU START?

We start with your most pressing talent activation need.

- **StandOut: Leader Development** focuses on bringing highly personalized one-to-one guidance to team leaders to reliably fuel the best work from them and their people, helping you scale manager capability throughout your organization.
- **StandOut: Employee Engagement** is the only solution that goes beyond measuring engagement to significantly increase it, by leveraging the practices of the world's top-performing team leaders and providing organizations with a real-time view of engagement where it actually happens: on teams.
- **StandOut: Performance Management** brings leaders a proven new way to accelerate team performance and measure it reliably, providing insights that allow organizations to invest differentially in their people.

StandOut is the only Talent Activation solution on the market actually founded on Marcus Buckingham's unprecedented research and proven data insights on activating the potential of teams and leaders. Now powered by ADP, it taps into the unmatched breadth and capability of the ADP workforce data set, to put data capture and smart analytics at the forefront of how team leaders advance. StandOut puts real performance data in front of your leaders, and lets you get real performance data back.

### StandOut is a new breed of talent solution designed to activate the hidden potential of your workforce.

It's not a mystery any more — welcome to the future of performance, today.

**Learn more** about StandOut and see how you can activate talent at every level of your organization.

Please visit [www.tmbc.com](http://www.tmbc.com).