

What Is Human Data and Why Is It Important?



workhuman*



As an HR leader in today's workplace, you face a number of challenges: record-low employee engagement, talent retention, reskilling and upskilling in the face of emerging technologies, and more.

Balancing these challenges while delivering business results is a constant struggle, and you need to be able to rely on data to prove that what you're doing is working. In other words, you need to prove the value and ROI of your HR programs – but how?

Most HR data is generic and fails to capture the unique dynamics of your organization. The real gold mine lies within your people – i.e., understanding how they work,

what motivates and inspires them, what challenges they face. At Workhuman®, we call this “human data,” and it lives within your recognition platform.

The Workhuman® iQ team, a group of data scientists, researchers, psychologists, linguists, and engineers, has meticulously studied work culture to build proprietary algorithms that live at the intersection of AI, data science, and people analytics.

The result of millions of data points and 25+ years of research and innovation?

**The world's first and only tools –
Workhuman iQ and the AI Assistant
– to mine the rich, human data of
your employee recognition program
for Human Intelligence[™].**

Workhuman iQ and the AI Assistant are the backbone of Human Intelligence. These AI tools, trained on data from your recognition program, work together to create Human Intelligence and give you unparalleled views into people dynamics, cultural health, recognition program performance, and employee skills.

The Human Intelligence derived from these tools turns your data into a human-centered strategy that propels your organization forward.

Let's take a closer look at the impact of human data and explore how it can elevate your culture and your business.



Human data fuels Human Intelligence

Recognition does more than build an engaged, committed workforce. Inside every recognition program lives a treasure trove of valuable data about how work happens across the company. It's a real-time pulse check of your culture.

Every day, there are recognition moments happening on your employee recognition platform. Within each recognition message, there's insight into your people dynamics – for example, who's collaborating on projects, who's taking initiative, who's displaying skills aligned to company values.

With this human data in hand, you can track trends and patterns in recognition. Who is

receiving recognition and for what behaviors or skills? Who is fostering collaboration by sending recognition?

But it's not just about mining this human data for insights – it's about delivering these insights faster with AI.

Powered by the latest AI advancements, Workhuman iQ puts these insights at your fingertips and provides you with a clear view of the dynamics of your people and your culture in mere seconds.

Human Intelligence reveals where high performance occurs, what skills are recognized across the organization, and where inequity may exist, thus guiding decisions on talent development and cultural initiatives.

These insights can help your organization:

- **Uncover hidden gems**
- **Support succession planning**
- **Boost diversity, equity, and inclusion efforts**
- **Spot retention trends**
- **Find and mitigate skills gaps**

All of this creates a ripple effect – the more human data your recognition platform collects, the richer and more relevant your insights will ultimately become.

So, how can your organization ensure that you generate frequent, high-quality human data? Let's take a look.



Tips for creating a wealth of rich human data

All companies stand to benefit from improving the quality of their recognition programs. The key is to take proactive steps to create a culture of recognition across the organization. This means evolving recognition from a concept to a strategic practice – and one that’s part of how your company operates.

At Workhuman, we call this recognition done right.

Through years of codeveloped research and collaboration, Workhuman and Gallup have identified five pillars of strategic recognition that operationalize what great recognition looks like.

However, our research shows more than half (55%) of all U.S. employees do not receive recognition that satisfies any of the five pillars of strategic recognition.

Five pillars of strategic recognition



Fulfilling employees' recognition expectations

The amount you receive makes sense.



Authentic

It isn't just a "checklist" thing.



Personalized

One size doesn't fit all.



Equitable

It's given fairly without playing favorites.



Embedded in an organization's culture

It's integrated into the day-to-day.

Leverage AI to strengthen your recognition program

So, how can you use AI to uplevel your recognition program, building strategic recognition across your organization?

Consider the following practical AI applications:

Answer HR's toughest questions with the AI Assistant

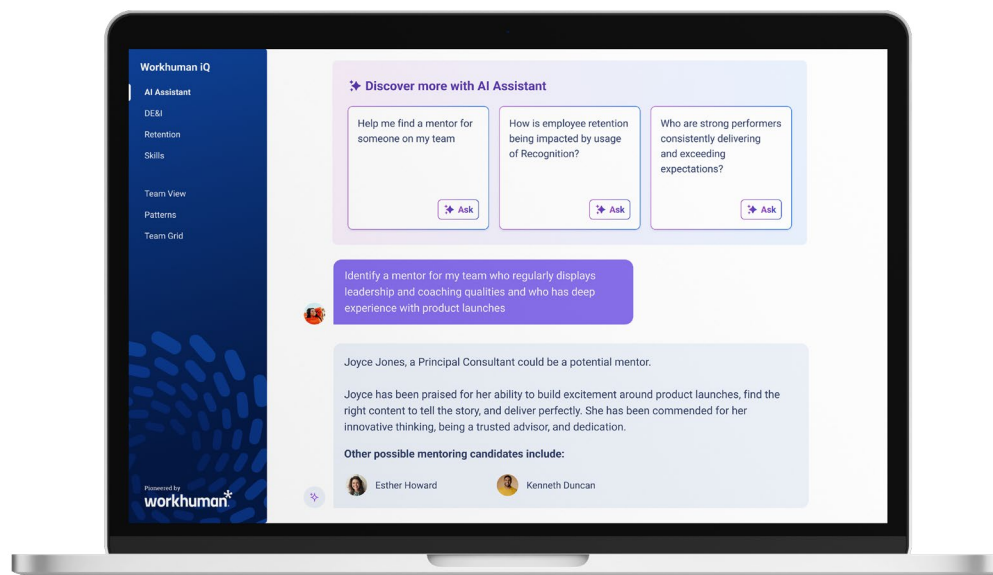
The AI Assistant is the core feature within Workhuman iQ – and the world's first recognition-specific language model, powered by the unique data from your own recognition program. It's your "sidekick" of sorts, with the capabilities to provide you with talent and strategy insights instantly.

With the AI Assistant, you can get rapid-fire data analysis specific to your organization with a simple question, like "I need a mentor

for an employee with strong technical skills. Who can you recommend?"

Specific, actionable questions will yield the best results. The AI Assistant uses generative AI, natural language processing, and machine learning to analyze, interpret, learn patterns, and predict outcomes.

So, the more you use the AI Assistant, the more "intelligent" it becomes.



Use Inclusion Advisor to help craft strong recognition messages

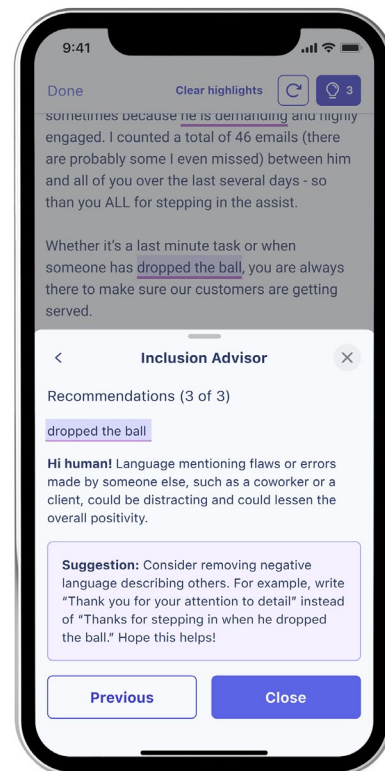
Workhuman isn't new to innovation: We've been delivering data-generating recognition programs to the world's most iconic, global enterprises for more than two decades.

In addition to Workhuman iQ and the AI Assistant, Inclusion Advisor, an industry-first, AI-powered feature within the Workhuman platform, can help you operationalize equitable recognition across your organization.

How it works is simple:

- Once a recognition message has been written, Inclusion Advisor picks up on subtleties in your words, underlining those that may be perceived as bias.
- A Smart Assistant provides you with education on why certain language has been flagged for revision as well as real-time suggestions for improving the message.
- Once language is changed, you can recheck your message before sending.

By helping you identify and mitigate unconscious bias in recognition messages, Inclusion Advisor builds strong culture and connection while improving how your people communicate.



Final thoughts

Ready to level up your recognition program with Human Intelligence from Workhuman? Fill out the [form](#) to get started and also receive a free e-book on the power of Human Intelligence.



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