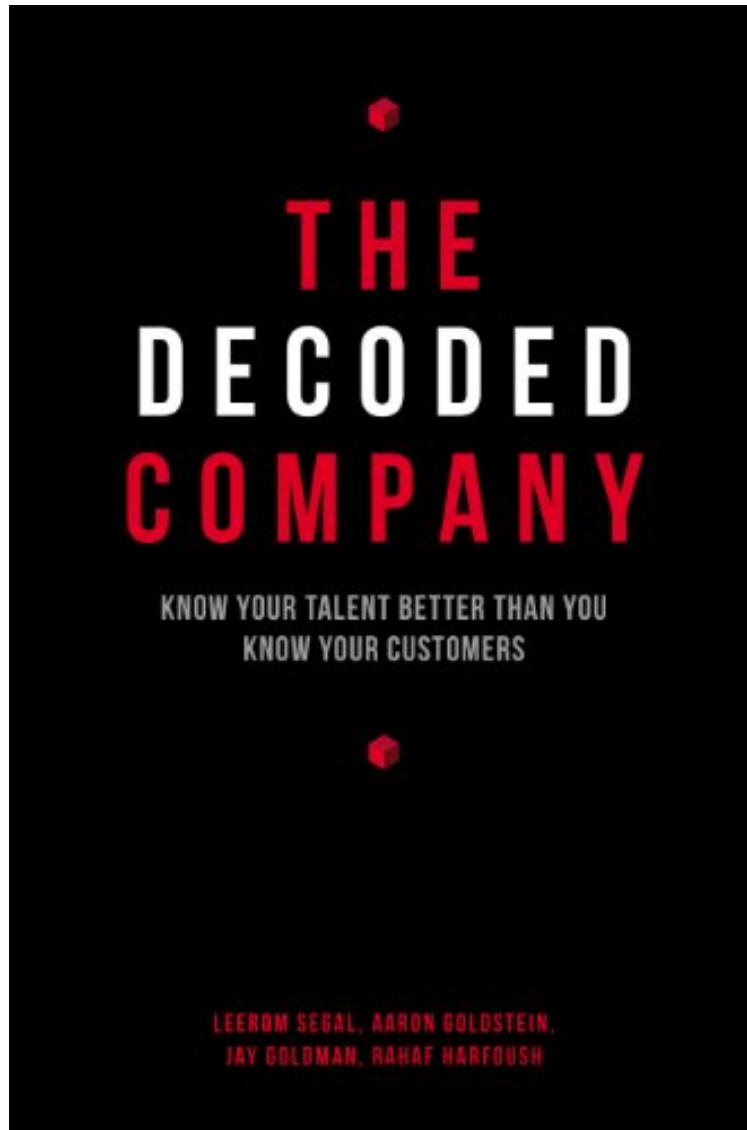


(Ebook pdf) The Decoded Company: Know Your Talent Better Than You Know Your Customers

# The Decoded Company: Know Your Talent Better Than You Know Your Customers

*Leerom Segal, Aaron Goldstein, Jay Goldman, Rahaf Harfoush*

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**Leerom Segal, Aaron Goldstein, Jay Goldman, Rahaf Harfoush : The Decoded Company: Know Your Talent Better Than You Know Your Customers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Decoded Company: Know Your Talent Better Than You Know Your Customers:

5 of 5 people found the following review helpful. Eye Opening and Interesting By The Unknown Reviewer Before I purchased this book I read the majority of the reviews like I do before any purchase. The reviews were in part what made me purchase the book. There seems to be a hidden conspiracy going on, so I had to check out for myself what

was really going on. My life is focused on business and I always try to read something if it has been labeled a "must read". I skimmed through *The Decoded Company* quickly to see if it would be worth spending my time doing a hard read. I noticed several good pieces of advice and even a few golden nuggets. However, it was the case studies that caught my attention and drew me into wanting to actually read it. The case studies were able to show me what realistically I should be expecting in business. I can not say whether all the reviews were fake or paid for by the company. What I can tell you is this is a thought provoking book that offers up good, practical advice for the business minded person. Whether you operate from home or run a 500 plus employee business you can get some good information. Plus it was just an all around interesting good read all the way through. 7 of 7 people found the following review helpful. very well rounded read

By Amanda C. this book is very interesting and the information can be applied to everyone. large and small business owners as well as the consumer can learn the inner workings of businesses with this book. it covers many things including where you could find customers and how businesses actually use your online activity to improve their business and customer service making for a smooth running operation for everyone involved. This should be a mandatory read for every business owner. 1 of 1 people found the following review helpful.

A revolutionary take on technology

By TFLReader Surely anyone in the business world has read countless books about the myriad of ways that technology is now used to reach more customers or to connect with customers on a deeper level. All well, good and important, but that isn't what this book is about at all. "The Decoded Company" takes a look at how companies can use these high-tech resources to better connect with and serve their employees. What a concept! These authors relate their tried and true experiences in using tech to get employees into the right jobs, train them, coach them, and so much more. In this day and age, you wouldn't imagine this to be outside-the-box thinking, but it definitely is and it's great stuff. Highly recommended.

A powerful guide to building a data-centric corporate culture that unleashes talent and improves engagement Amazon delights customers with recommendations that are spot on. Google amazes us by generating answers before we've even finished asking a question. These companies know who we are and what we want. The key to their magic is Big Data. Personalizing the consumer experience with the collection and analysis of consumer data is widely recognized as one of the biggest business opportunities of the 21st century. But there is a flip side to this that has largely been missed. What if we were able to use data about employees to personalize and customize their experience - to increase their engagement, help them learn faster on the job, and figure out which teams they should be on? In this book, Leerom and his colleagues outline the six principles they've used to decode work and unlock the maximum potential of their talent, and share success stories from other organizations that have embraced this approach. *The Decoded Company* is an actionable blueprint for any company that wants the best from its people, and isn't afraid of radical approaches to get it. Leerom Segal is the president and CEO of Klick and has been named "Entrepreneur of the Year" by the Business Development Bank of Canada, won the "Young Entrepreneur of the Year" award from Ernst and Young, and was named to Profit Magazine's Hall of Fame as the youngest CEO ever to lead a nonprofit company. Aaron Goldstein is the co-founder of Klick and is a Senior Certified Project Manager Professional. Jay Goldman was Head of Marketing at Rypple, a venture-backed startup acquired by Salesforce in 2012 and now known as Work.com. He is the author of the O'Reilly Facebook Cookbook, and he has been published in the Harvard Business Review. Rahaf Harfoush is the author of several books including *Yes We Did*. She was a contributor to the best-selling *Wikinomics* and *Grown Up Digital*. From the Hardcover edition.

From Booklist

Wersquo;re moving from the information era to the data era, according to the masters of ldquo;geek-speakrdquo; technology forecasting. Target has gotten so good at analyzing their customersrsquo; purchasing behavior that the company can predict what products their shoppers will buy before they even realize they need them. With so much emphasis on customer behavior, most companies still view their internal human resources as interchangeable cogs. Klick Health CEO Segal and his coauthors intend to change all that with a revolutionary management tool called Genome, a custom-built Intranet suite of tools aimed at managing time, budgets, and people; it replaces e-mail, time sheets, spreadsheets, and memos by harnessing big data and social technologies. This management tool creates what the authors dub a ldquo;decoded company,rdquo; one that invests in systems that enable it to better understand its employees, increase the agility and speed of decision-making, decrease bureaucracy, and predict problems before they occur. The authors take readers through the processes, providing examples intended to make the vision of a decoded company a reality for business owners. --David Siegfried ldquo;Next generation management calls for next generation tools. *The Decoded Company* shows you how to build truly 21st century operating systems that use data to empower talent, creating not just efficiencies but true capability across your entire business.rdquo;-- Don

Tapscott,nbsp;International bestselling author of 15 books, speaker and Adjunct Professor of Management, Rotman School of Management, University of Toronto

"The most critical resources for any organization today are information, ideas, and talent. *The Decoded Company* is a management toolkit for the future, offering a strong vision and a practical approach of what an organization can be when it is as connected as its customers already are."-- Professor Klaus Schwab, World Economic Forum,nbsp;Founder and Executive Chairman

About the Author

Leerom Segal is the

president and CEO of Klick and has been named "Entrepreneur of the Year" by the Business Development Bank of Canada, won the "Young Entrepreneur of the Year" award from Ernst and Young, been recognized as a "Top 40 Under 40" by The Globe Mail, and been named to Profit Magazine's Hall of Fame as the youngest CEO ever to lead a nonprofit company. Aaron Goldstein is the co-founder of Klick and is a Senior Certified Project Manager Professional. Jay Goldman was Head of Marketing at Rypple, a venture-backed startup acquired by Salesforce in 2012 and now known as Work.com. He is the author of the O'Reilly Facebook Cookbook, and he has been published in the Harvard Business . Rahaf Harfoush is the author of several books including Yes We Did. She was a contributor to the best-selling Wikinomics and Grown Up Digital. She is also a contributor to The Next Web and Mark News.