

Disruptive Solutions That Actually Work

Three Tech Choices That Drive Innovation



It might seem like operational efficiency is about cost reduction.

After all, most leaders focusing on operational efficiency have the budget in mind when running numbers around cost centers, business processes, and resource management.

But what if we told you that operational efficiency is about more than cost reduction — and can be a key source of disruption that leads to increased innovation, flexibility, and profitability?

Believe it or not, efficient operations and culture shifts can directly inspire positive disruption within your organization. While disruption can often have negative connotations, that's not how we see it. We've seen over and over again how a cutting-edge platform like SyncHR can enable organizations with the clarity, insight, and efficiency they need to cause radical change — and we've seen that radical change leads to new ideas, surprising results, and positive outcomes.

Your company's Human Capital Management (HCM) solution can be more than just a repository for data. It can be a transformative, disruptive tool that allows you to achieve top efficiency and drive innovative solutions from your own core talent.

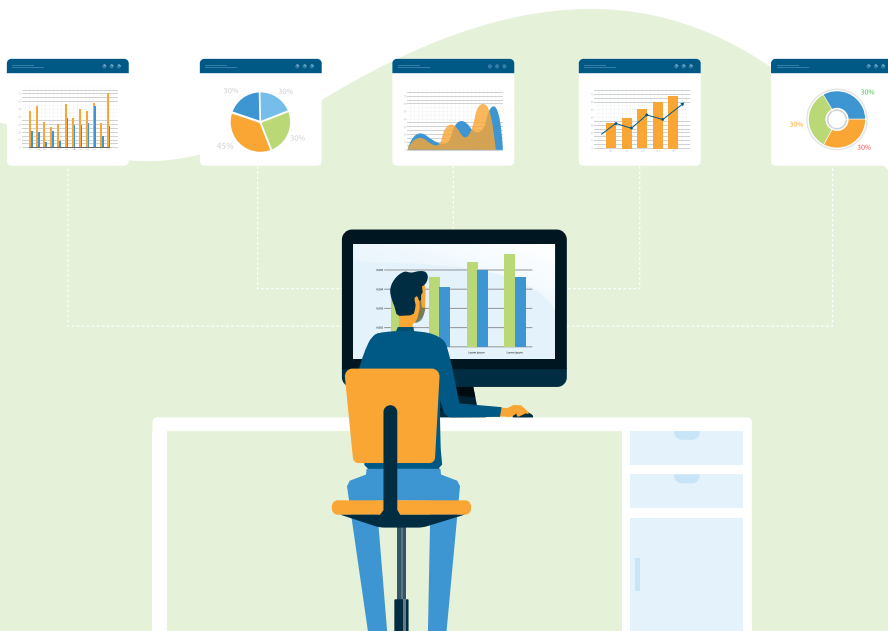
Because operational efficiency is good — but operational efficiency combined with innovation and flexibility is much better.

Here are three positive disruptions you can bring to your business with HCM technology:

Is technology holding you back or accelerating you forward?

Technology is often a driver of innovation, especially in the people management, HR, and payroll space. But far too often, technology becomes an additional burden HR and people leaders must bear while they try to make changes and go after bigger, more positive outcomes. Or worse — technology isn't flexible, so you end up making process decisions guided by the technology, not your organization's unique company culture. Long story short — people can't get transformation from most HCM systems. They are just data repositories, and poor ones at that.

The good news is, there are HCM systems out there that accelerate you forward, causing positive disruption. Our vision of positive disruption is about bringing about these changes through technology. Using a truly flexible, integrated, and customizable platform to create processes based on exactly what your company needs. You end up developing a system that supports you in all of the choices you make, rather than a system that sabotages and limits what you can accomplish.





Those who can do it better, faster, and cheaper are usually the ones to succeed. This is especially true in an era where the rise of new technologies helps numerous companies tighten up and improve many aspects of their business."

- Loren Brockhouse, Chief Revenue Officer at PrimePay

HCM-Driven Disruption

1. Recruit for the future, not just today
2. Deeply know and understand your workforce
3. Let your technology do more of the work

1 HCM-DRIVEN DISRUPTION NO. 1: RECRUIT FOR THE FUTURE, NOT JUST TODAY

HR and people leaders almost always keep an eye on the future of work, constantly assessing which skills and qualifications are needed to make sure the company has the talent required to thrive in the future. And for good reason — McKinsey reports that organizations that actively reallocate talent according to strategic plans are more than 2X likely to outperform their peers. But when you look at your current recruiting, hiring, and promoting practices, do you see a focus on the future? Or are you just keeping up with today's demands?

"Change can put an enormous burden on businesses just to keep up," says Jonathan Goldin, Chief People Officer at PrimePay. "Not only do businesses have to navigate industry, client, technology, regulatory, and

societal changes, they are challenged with attempting to do so while recruiting new talent to meet future demands and not losing an inch of ground to the competition."

If you want to invite positive disruption into your people operations, recruit for the future, not just today. Deploy an HCM technology like SyncHR to give you insight into what you'll need in the future based on different scenarios of growth.

For example, using SyncHR's position management tool, you can build a flexible organization chart that allows you to strategize, model, and test new ideas without increased administrative burdens or process complexities. Using a single system of record with up-to-date data, you can quickly create and edit plans for your talent strategy and then present them to your leadership team. Your leadership team can visualize your talent needs for the future and start making a plan for it today.



2 HCM-DRIVEN DISRUPTION NO. 2. DEEPLY KNOW AND UNDERSTAND YOUR WORKFORCE

No matter how carefully you build your workforce, there's a limit to how much you know about it if you don't organize your data in an HCM. The more you come to deeply know and understand your workforce, the more likely it is you'll come across disruptive ideas that lead to insight and innovation. By taking a big picture view of your data, you can see changes and accelerations in trends in real-time and make agile, flexible decisions to respond to those changes.

For example, McKinsey shares a compelling example about workforce insights within a hospital system that led to increased retention and profitability of as much as \$100 million. The hospital system was seeing a high turnover among nurses, so it launched an in-depth analysis of the tenures in the group's nursing population. The workforce insights revealed surprising correlations between length of service, compensation, and performance, and the system made some changes. The result allowed the company to retain more early-tenure, high-performing nurses and ultimately increase employee engagement and productivity.



Change of any kind can cause disruption within an organization, and some companies have to adjust to a large amount of change all at once. But business velocity does not necessarily lead to business growth — a lot of change can happen at once and actually lead to a slow down in business. It's critical that HR and people leaders have access to the technology they need to make sure leaps in business velocity do indeed lead to leaps in productivity, profitability, and growth.

3 HCM-DRIVEN DISRUPTION NO. 3. LET YOUR TECHNOLOGY DO MORE OF THE WORK

In a hyper-competitive business landscape, you may find yourself going the extra mile to do everything possible to help the business succeed. But more often than not, this requires you to pile more on your plate — on top of already inefficient processes — until your workload and the workload of your team are just too much. You end up limiting your potential because you don't have time to do the deep, strategic thinking that would lead to real progress and innovation.

This is where the link between HCM technology and positive disruption becomes really clear. Your team needs to move away from the traditional approach of "doing more" to be successful into a tech-supported approach to success: letting your technology do more of the work.

One way you can let your technology do more of the work is by carefully evaluating your existing processes. Is your team spending a lot of time on repetitive tasks, fixing errors, and waiting for paperwork?

Those are all signs your business processes could benefit from improvement and streamlining. Automating tasks and implementing software to centralize data and keep it up-to-date will help your team reduce the time spent on administrative work and cut down on errors.

For example, in the first disruptive idea, we explored the need to build a future-focused workforce. Previously, critical roles and talent were treated as interchangeable and based on hierarchy. But today, you need to be able to identify your top talent and make sure they are able to shift into the role in which they can contribute the most. But as your company grows, this becomes less practical to do manually. You need all your data in one place and an analytics capability on top of it in order to identify, develop and retain the very best employees — and that's exactly what an HCM can do for you.

Faster, better, smarter starts with disruption

When every department in your organization is focused on achieving peak performance, your organization functions faster, better, and smarter. And the faster, better, and smarter you function, the more likely it is that you will reach the best possible outcomes in a timely and resourceful way. There's just one problem — making a change of any kind leads to disruption, and we're not always used to disruption as a good thing.

HCM technology like SyncHR makes disruption a positive process. It supports your goal of achieving greater operational efficiency, allowing you to apply data-backed insights to your decision-making process and pivot your business strategy quickly in response to changes in your industry. It also helps your leaders visualize the best opportunities for improvements in efficiency so that you always know where to deploy your most valuable resources.

"Your back office is the backbone of any business," says Jonathan Goldin, Chief People Officer at PrimePay. "But every minute your teams spend manually updating employee records, reconciling payroll discrepancies, and keying in new hires is a minute they could have spent on higher-value activities that support organizational goals and business strategies."

Positive Disruption With SyncHR

SyncHR HCM eliminates the most time-consuming and repetitive processes by automating functions and workflows across HR, payroll, benefits, or time and attendance to help you:

- ✔ **Save time and money across administrative HR and people operations**
- ✔ **Maintain current org charts to ensure reporting relationships and cost center assignments are always accurate**
- ✔ **Enhance benefits administration with automatic updates and carrier communications**



Exceptional Service Starts With SyncHR by PrimePay

SyncHR is disrupting the manual, time-consuming, error-ridden operations that hold you back. SyncHR's cloud-based full-suite HCM eliminates repetitive manual tasks like data entry and re-entry, giving your team more time back in their week to focus on higher-value strategies that foster sustainable growth, greater productivity, and more profitability using fewer resources.



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