

# glickon

*Work better, live better*

*[www.glickon.com](http://www.glickon.com)*

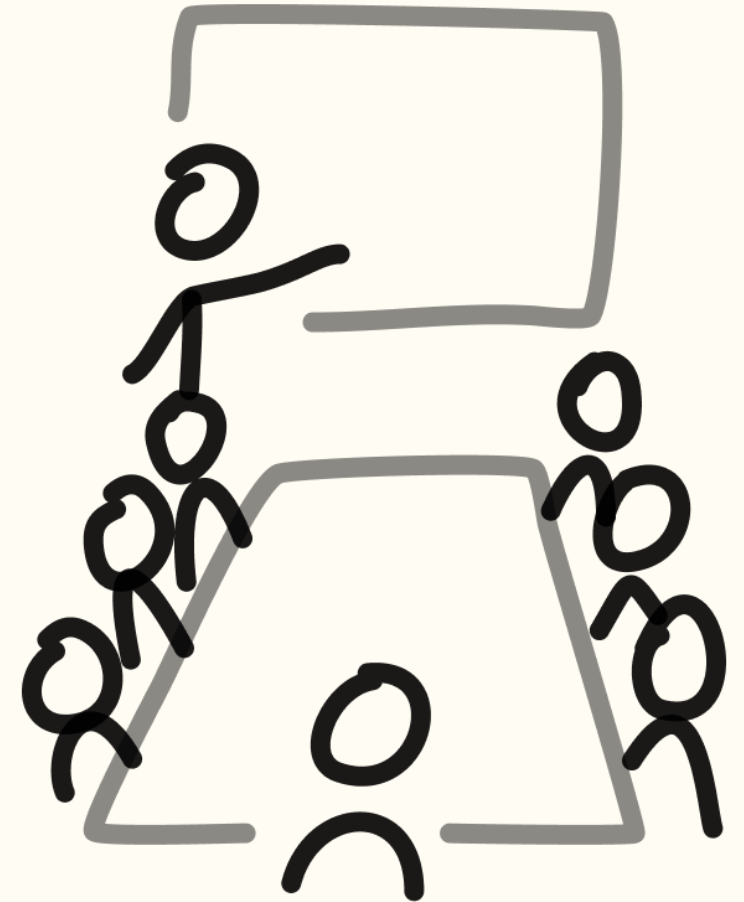


# *What is Glickon?*

Talent Intelligence Platform

# Overview

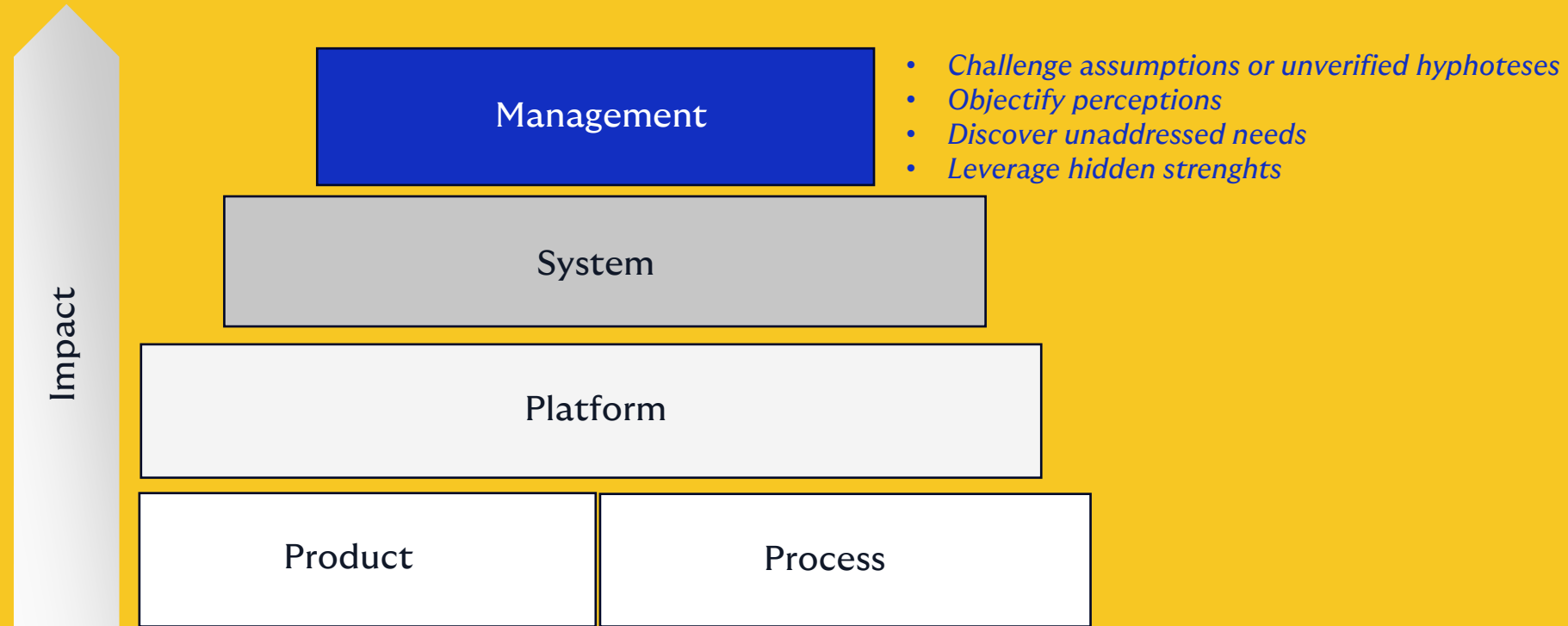
- Glickon is a Talent Intelligence Platform for C-level leaders to increase enterprise value and drive profitability. It helps HR and business leaders to question hypotheses or assumptions that have not been verified.
- Glickon collects information both actively (surveys and passively (email traffic, calendar schedules, etc.) to give leaders a complete view of talent attraction and retention, employee engagement, and productivity.
- Glickon's advanced technology, along with nearly a decade's worth of know-how, has helped over a hundred medium and large enterprises across 84 countries gain a competitive edge in their market.
- Glickon has been recognized in the Gartner Market Guide for Voice of Employee Solutions as a representative vendor.
- Glickon is backed by top-tier business angels and Sinergia Venture Fund.



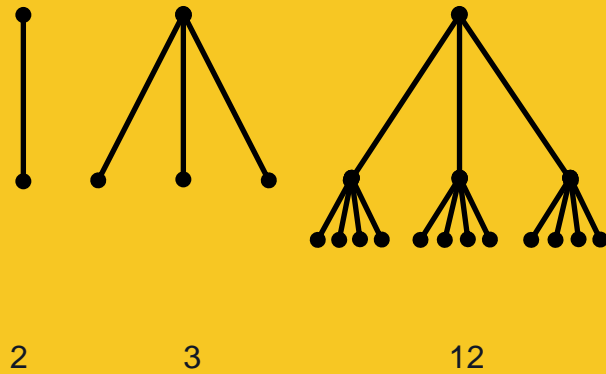


# *Human Capital*

The impact of human capital on business innovation and transformation



## STAR

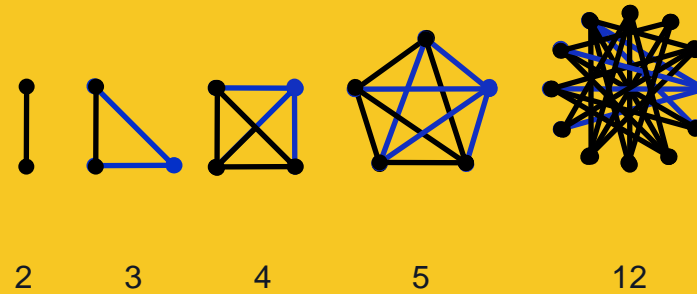


$$\text{Value} = N$$

Hierarchical model

*Limited decision-making*  
*Lack of flexibility*  
*Communication challenges*  
*Limited innovation*  
*High reliance on leaders*

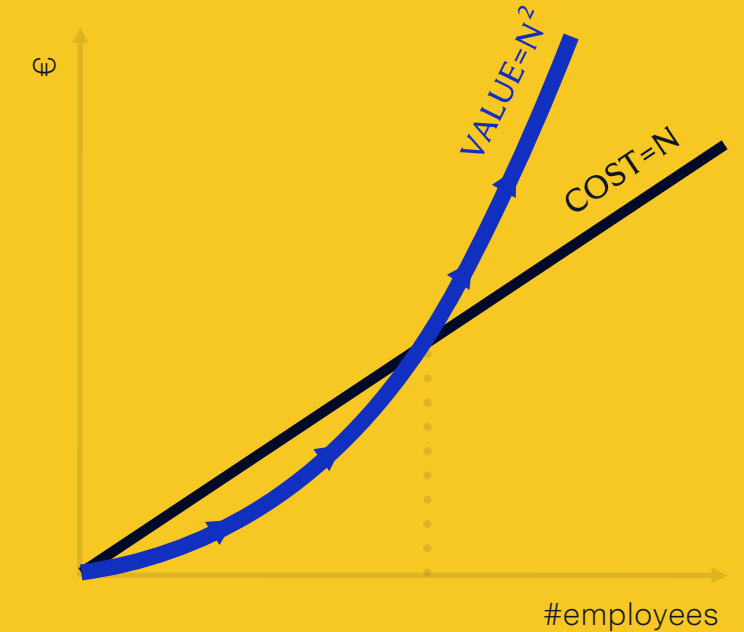
## MESH



$$\text{Value} = N^2$$

Decentralized model

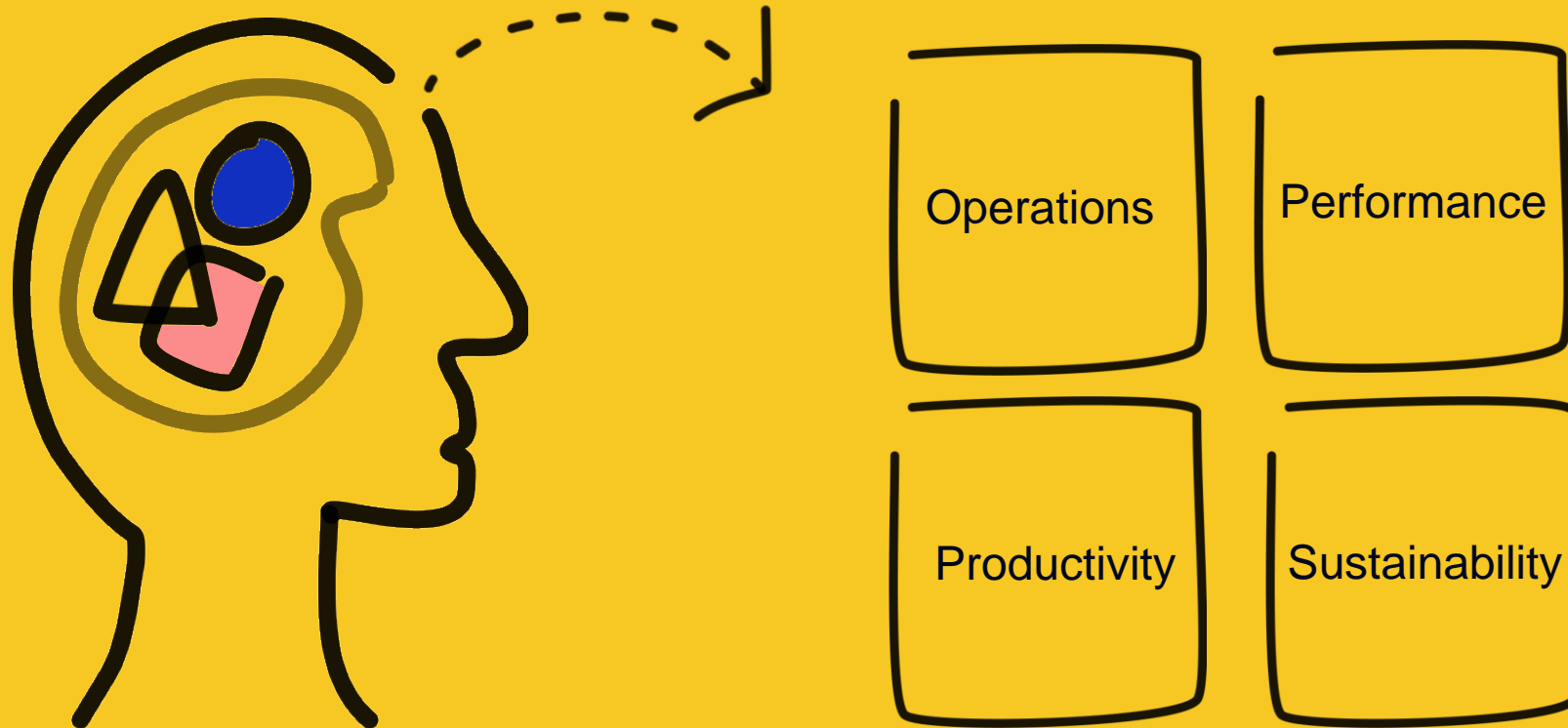
*Customer-focused*  
*Flexibility and collaboration*  
*Cross-functional teams*  
*Empowerment*  
*Innovation*



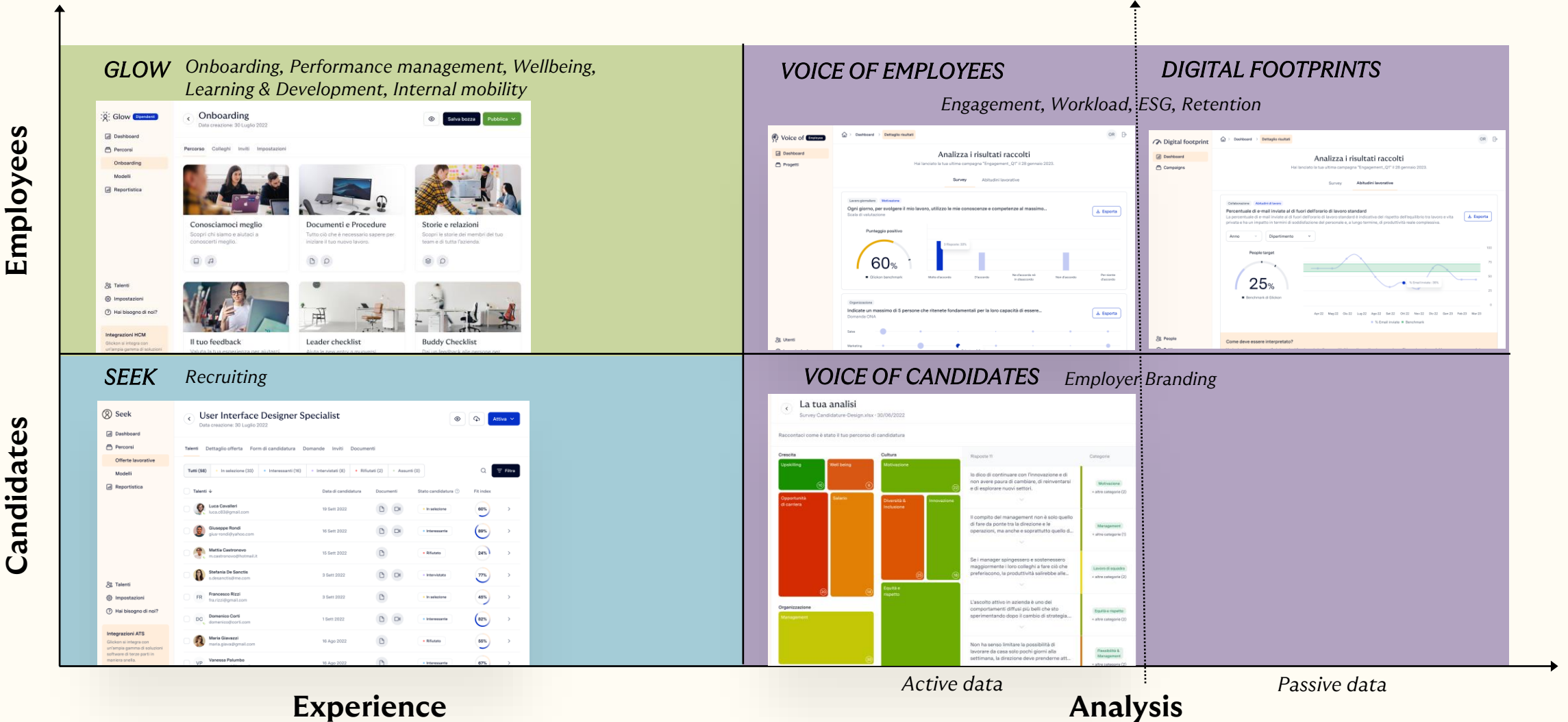
*The value of the organization scales faster than the cost because it does not just scale with the number of people, but with the quality and quantity of relationships.*

# Skills + Engagement + Relationships = Value

People are the most valuable asset of any organization. Data about their skills, engagement, and relationships can help you have a significant impact on the organization's operations, performance, productivity, sustainability.

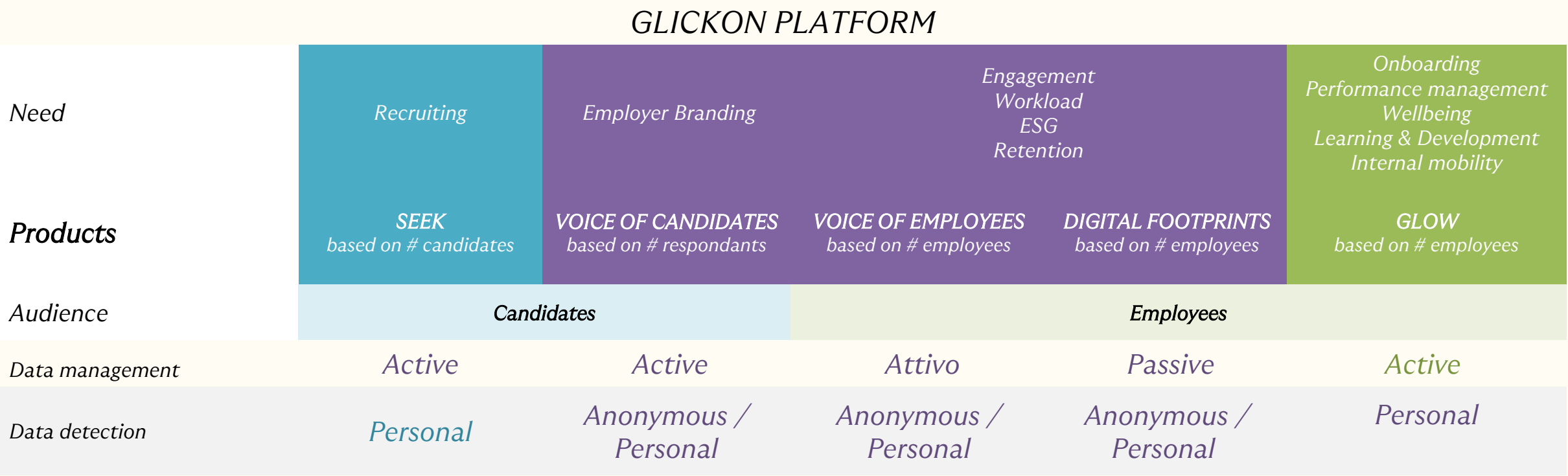


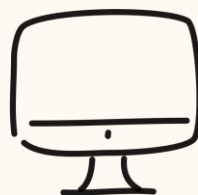
# Glickon platform: experience, analytics and insights





# Business model





# *How Glickon works.*

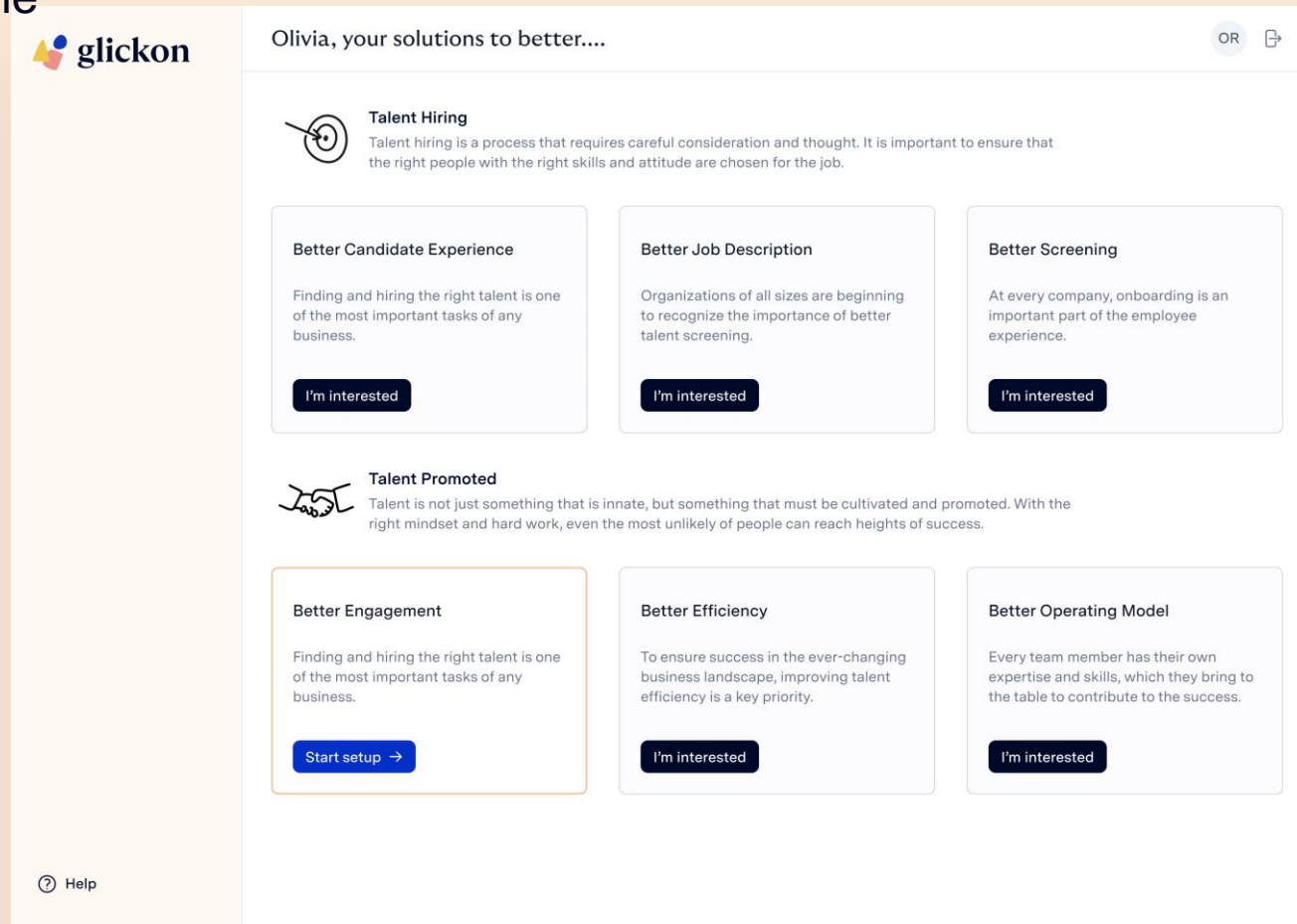
Connect, collect, analyze and act

# Jumpstart your analytics journey

Jumpstart your analytics journey and choose the right path for your unique people challenges.

Our ready-to-use and customizable analytics journey provide tailored solution to common people and business issues such:

- Attraction
- Engagement
- Retention
- Efficiency
- Workload



The screenshot displays the Glickon dashboard interface. At the top left is the Glickon logo. The main header reads "Olivia, your solutions to better..." with a user profile icon and a copy icon. The dashboard is divided into two main sections: "Talent Hiring" and "Talent Promoted".

**Talent Hiring** section includes:

- Better Candidate Experience**: Finding and hiring the right talent is one of the most important tasks of any business. [I'm interested](#)
- Better Job Description**: Organizations of all sizes are beginning to recognize the importance of better talent screening. [I'm interested](#)
- Better Screening**: At every company, onboarding is an important part of the employee experience. [I'm interested](#)

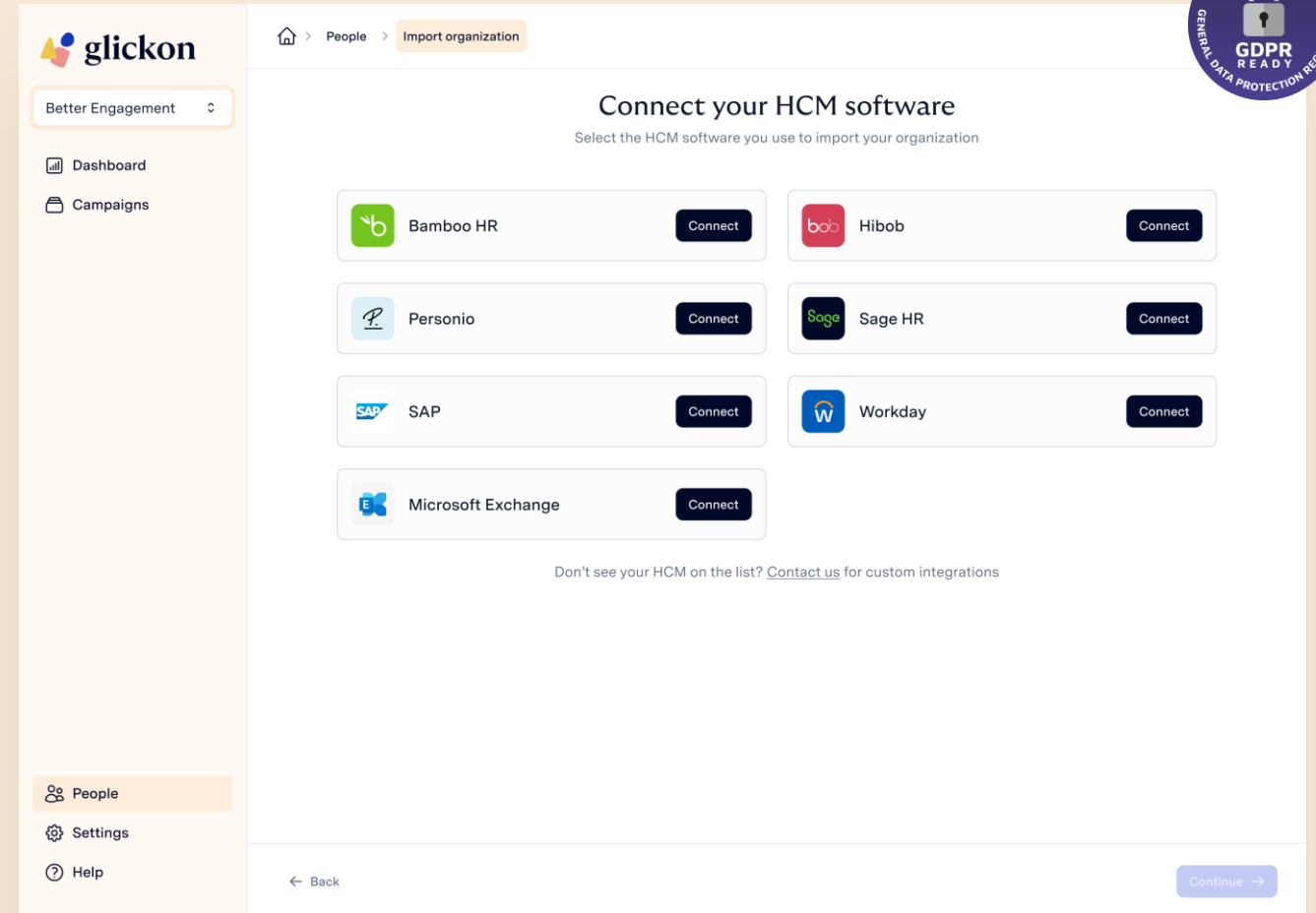
**Talent Promoted** section includes:

- Better Engagement**: Finding and hiring the right talent is one of the most important tasks of any business. [Start setup →](#)
- Better Efficiency**: To ensure success in the ever-changing business landscape, improving talent efficiency is a key priority. [I'm interested](#)
- Better Operating Model**: Every team member has their own expertise and skills, which they bring to the table to contribute to the success. [I'm interested](#)

A "Help" link is located at the bottom left of the dashboard.

# 1/4 Connect

- Gather all your HR & business data in one place.
- Start with your HRIS and ATS.
- Connect applications your team use to work and collaborate.
- Upload data stored in spreadsheets.
- Add hundreds of integrations: Ticketing (Project Management and Help Desk), Accounting (Customer Financial Data) and CRM.



## 2/4 Collect

- Create surveys using events in your HRIS and ATS.
- Launch expert-designed surveys with our pre-built templates.
- Conduct custom surveys and design questions based on your organization's needs with Glickon.

The screenshot shows the 'Set up your survey' interface for 'Engagement campaign Q3'. The interface is divided into two main sections: a left sidebar for question selection and a right panel for question configuration.

**Left Sidebar: Set up your survey**

- Write welcome and thank you messages, reorder questions, and add custom questions. [Preview]
- Drag and drop questions to change their order
- Welcome** (Welcome message) [More options]
- On a scale of 0-10, how much would...** (NPS question)
- List at least three strengths of your org...** (Open-ended question) - **Selected**
- Every day, to do my work, I use to my...** (Opinion scale question)
- Indicate a maximum of 5 people who you...** (ONA)
- Add question** (Multiple-choice question)
- Thank you!** (Thank-you message) [More options]

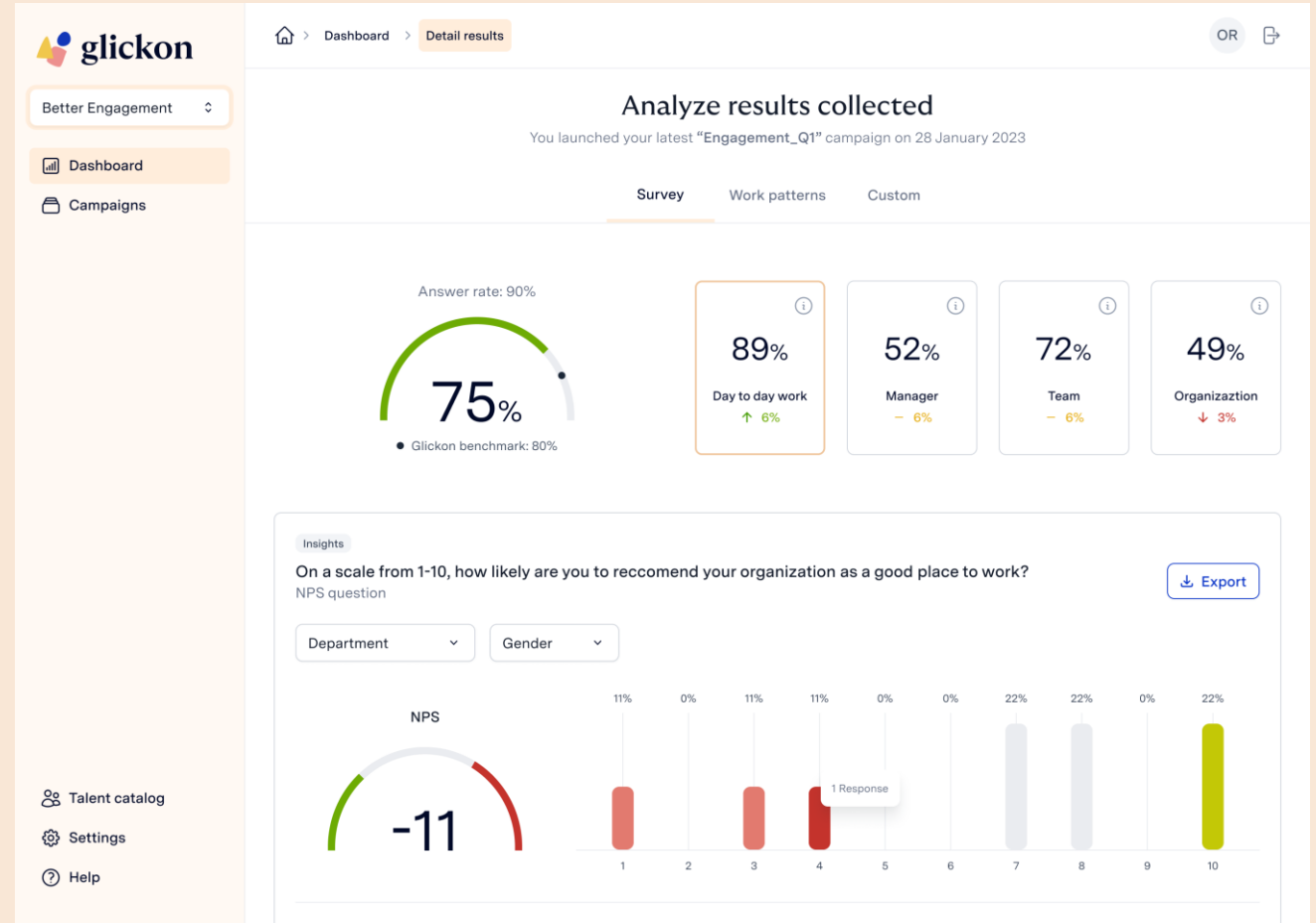
**Right Panel: Open-ended question**

- Open-ended questions are quality-based questions that help collect detailed answers.
- In English** [Dropdown arrow]
- Question**: List at least three strengths of your organization (33/50)
- Answer**: [Text input area] (420/800)
- In Italian** [Dropdown arrow]

**Footer:** [Back] [Continue]

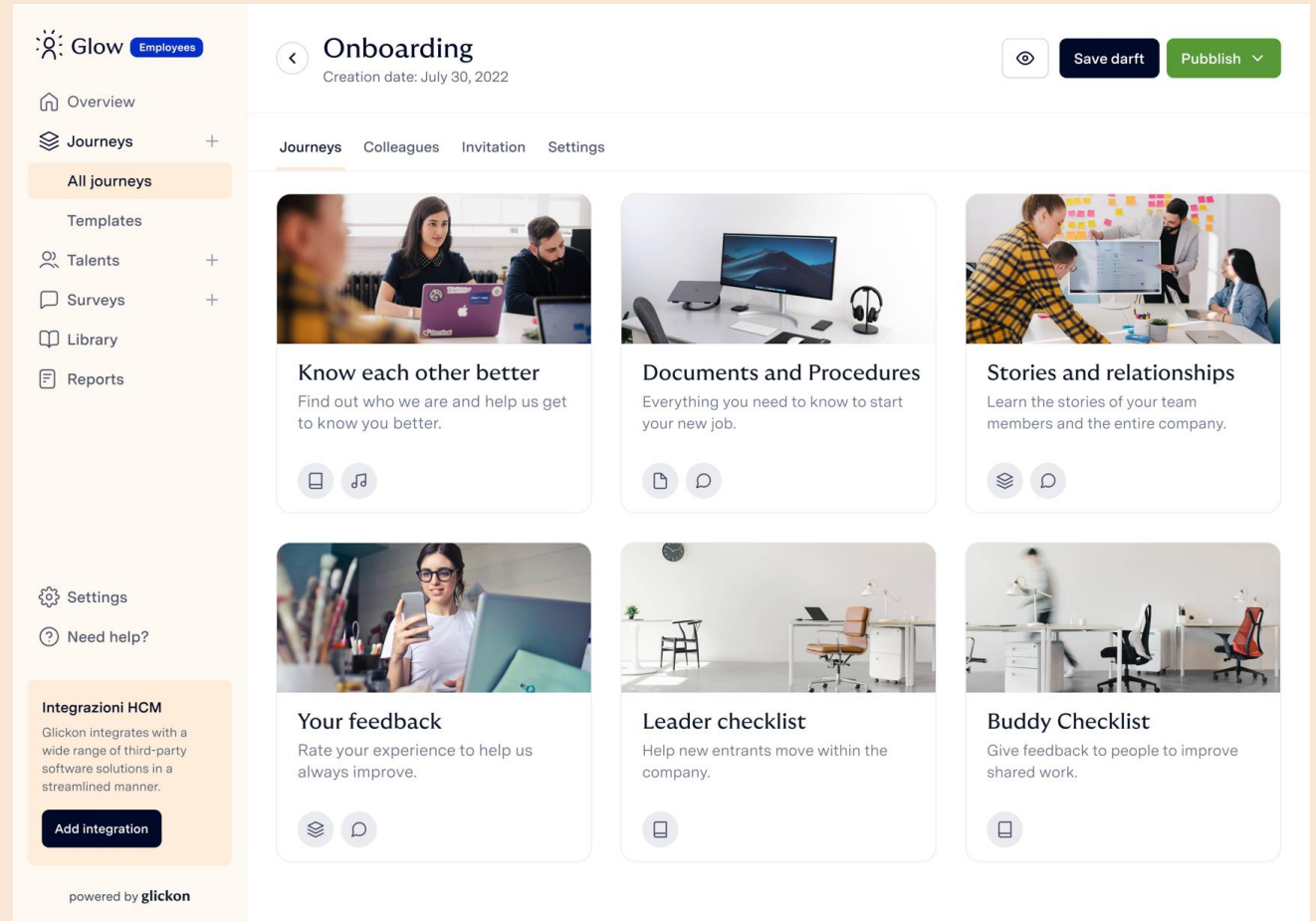
## 3/4 Analyze

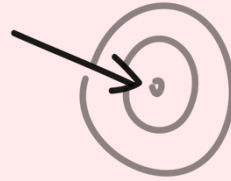
- We combine survey data with your organizations' digital footprints to give better insights on brand attractiveness, employee engagement, organizational design, and productivity.
- Our AI-powered analytics and People Scientist can help you establish a clear link between employees and revenues.



## 4/4 Act

- Turn your HR data into genuine improvements with journeys designed to drive actions.
- As data flows into the platform, you'll see which key drivers to focus on so you can design better experiences across the full employee lifecycle to attract and retain the best talent.





# *A typical use case*

Data-driven decision making at a manufacturing company.



# Top challenges for C-Suite leaders at a manufacturing company



We need to attract and retain high caliber talent. How can I identify our top attraction and attrition drivers and optimize the employee journey?



My first goal is to understand the organization and try to know as many people as I can. How can I visualize how communications, information, and decision flow through the company?



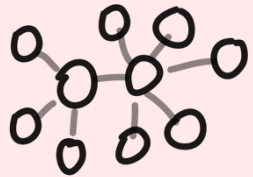
Hiring employees can spur revenue growth or reduce the company's profit margin. How can I measure the efficiency of our production process before adding new people to it?

# Building a talent intelligence strategy on a solid foundation.

Glickon helped the manufacturing company take a data-driven approach to understand and optimize talent attraction, employee engagement and productivity. This meant sending automated surveys to candidates and employees, and connecting collaboration tools to gain actionable insights.



Increased employee engagement, retention and satisfaction.



Identified potential network disruptors and hidden influencers and gained insights about the type of relationship networks that employees built with colleagues, customers, suppliers, and partners.



Improved operating efficiency and reduced the product emergence process.

*Thank you!*

team@glickon.com