Sociometric Badges

Using Wearable Sensors to Change Management

Ben Waber

sociometric solutions

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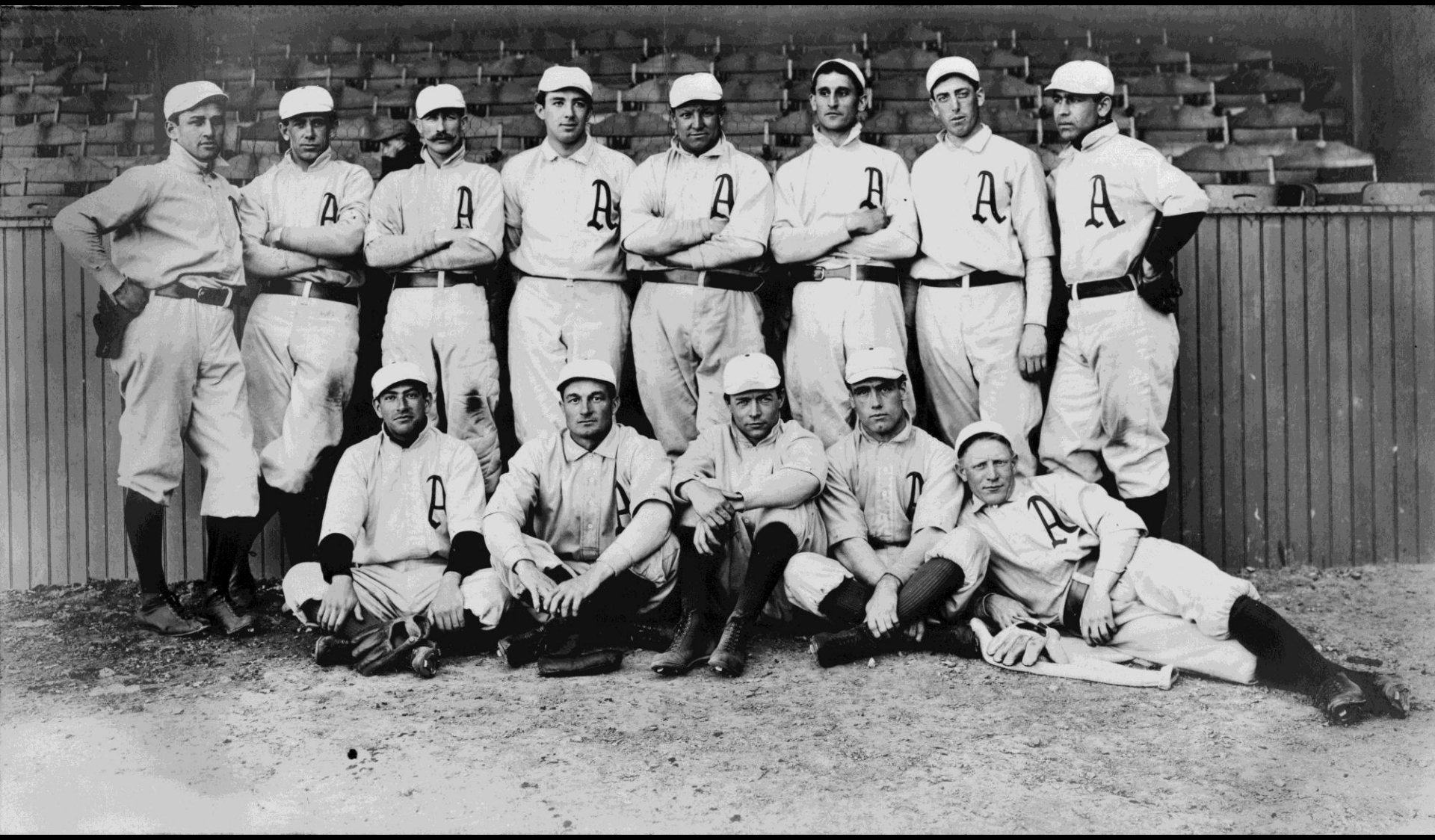

Athletics
REDDICK
16
36

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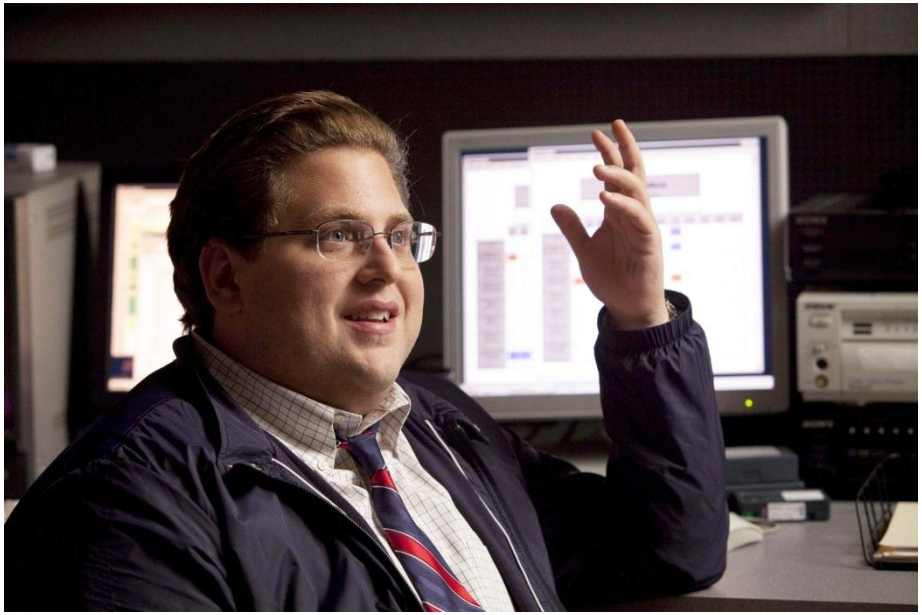
VS.



Why is organizational change hard?

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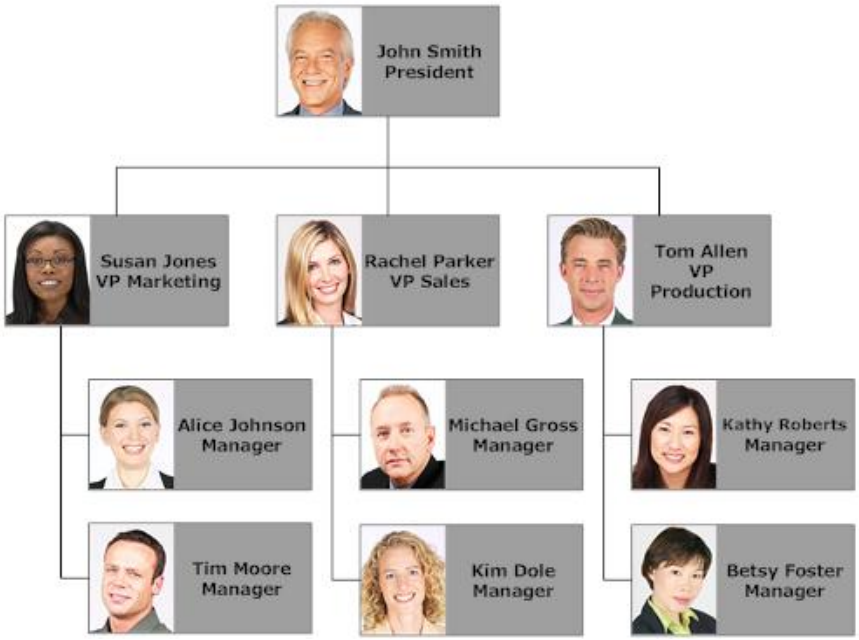

VS.

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Solution

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A Regular Day

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Generating Data

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Speaking Time

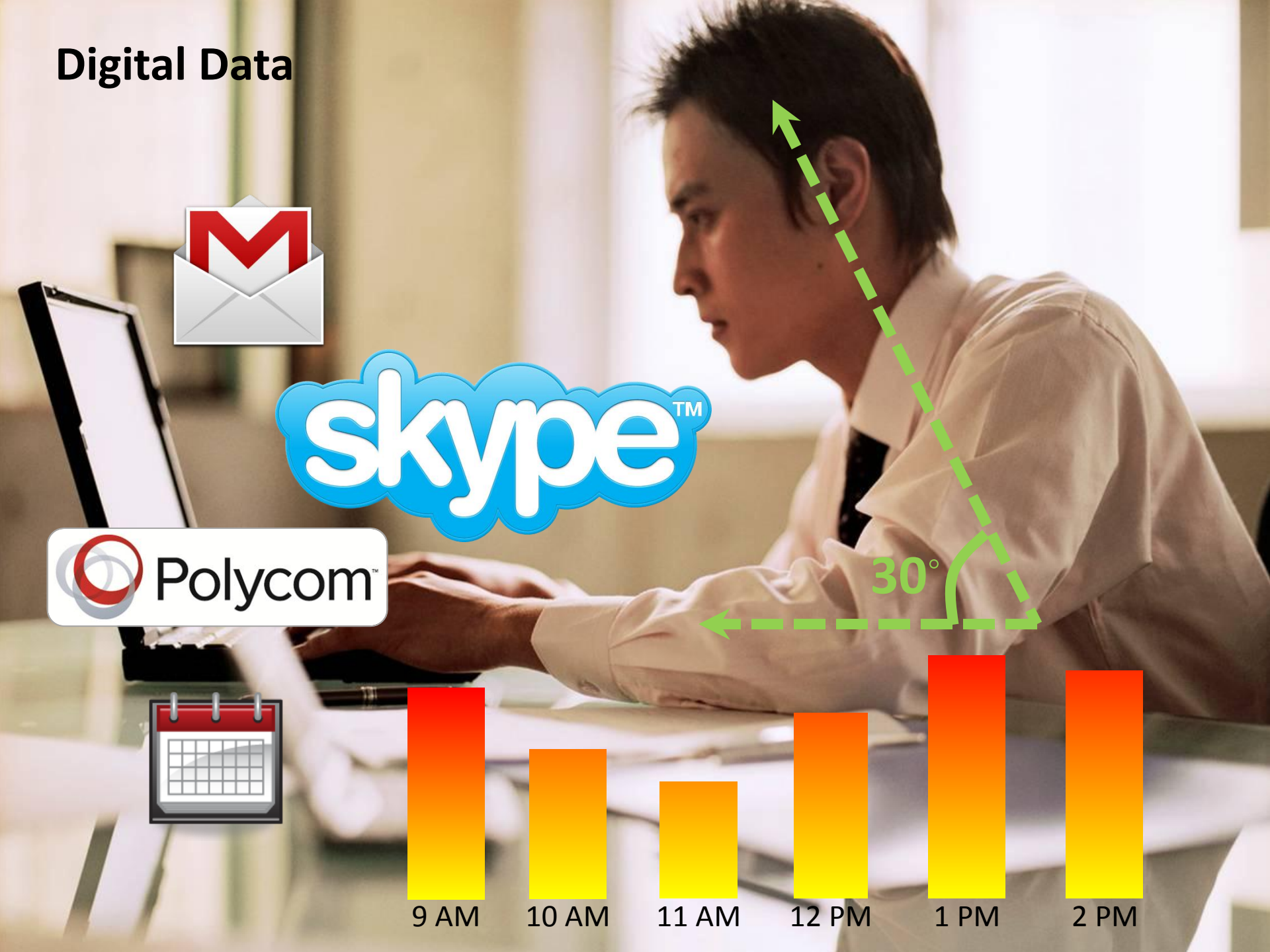
Turn Taking

Interactivity

Posture

Energy Level

Digital Data

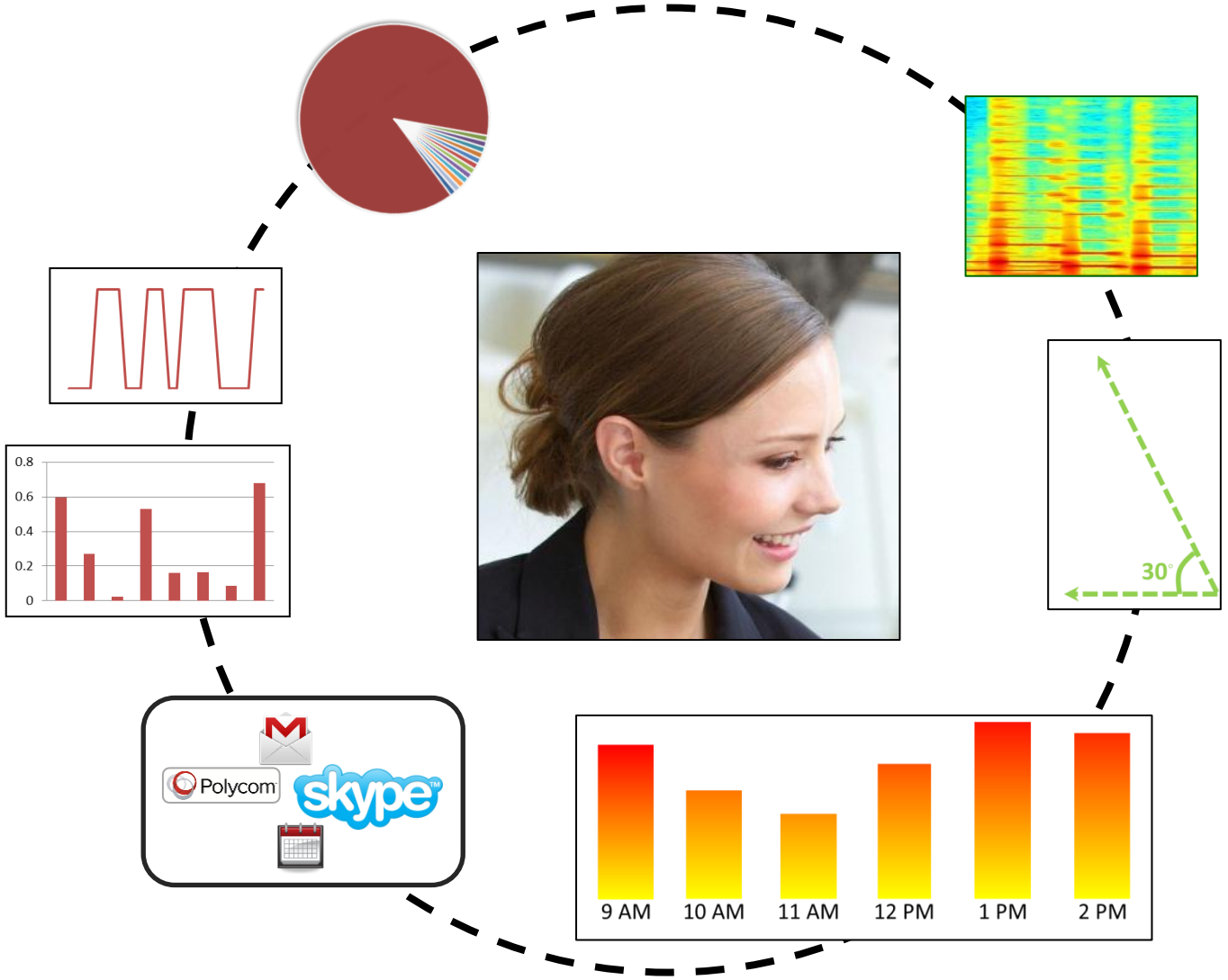


Tone of Voice

Speaking Speed

Volume

Individuals



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Teams

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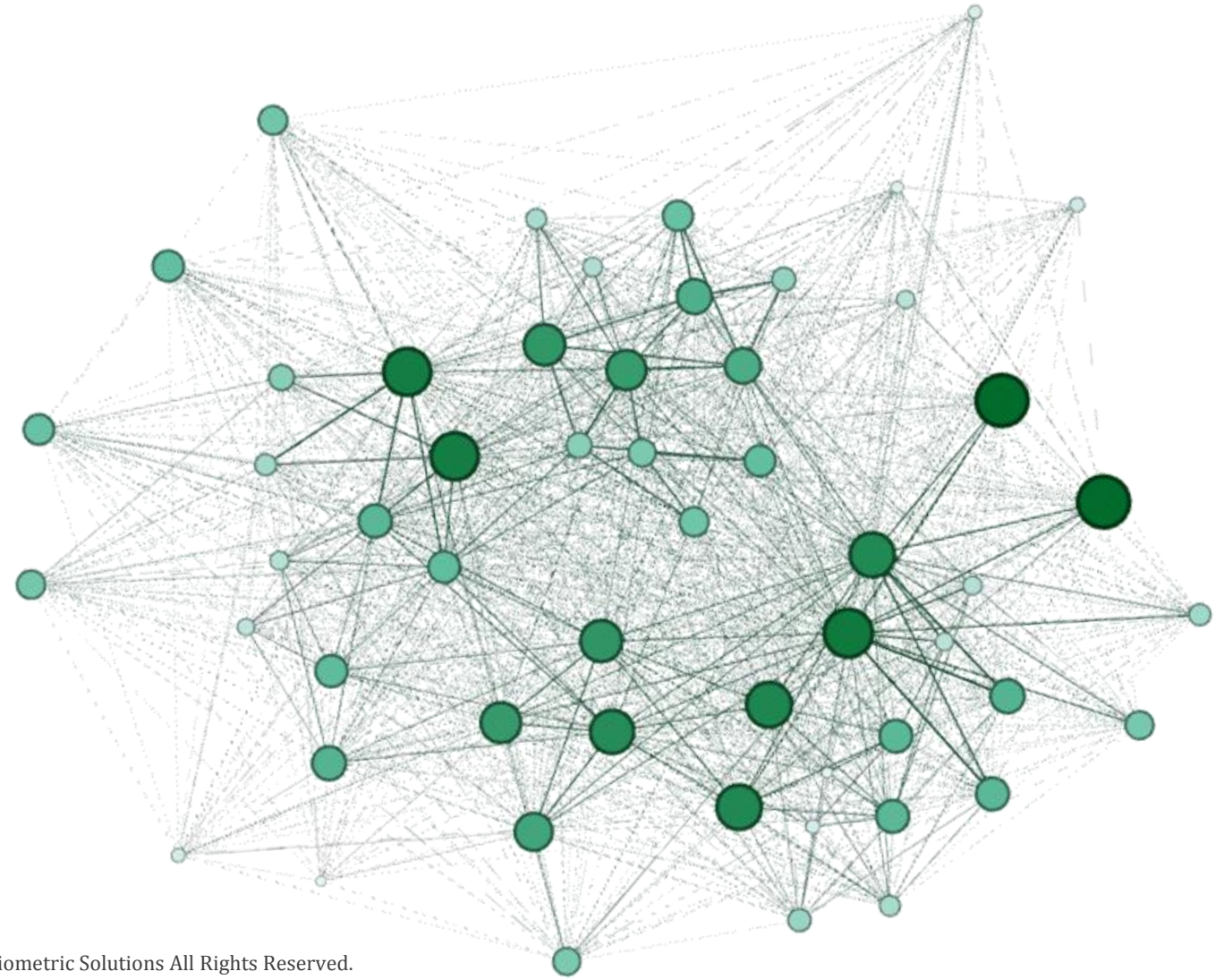
Organizations



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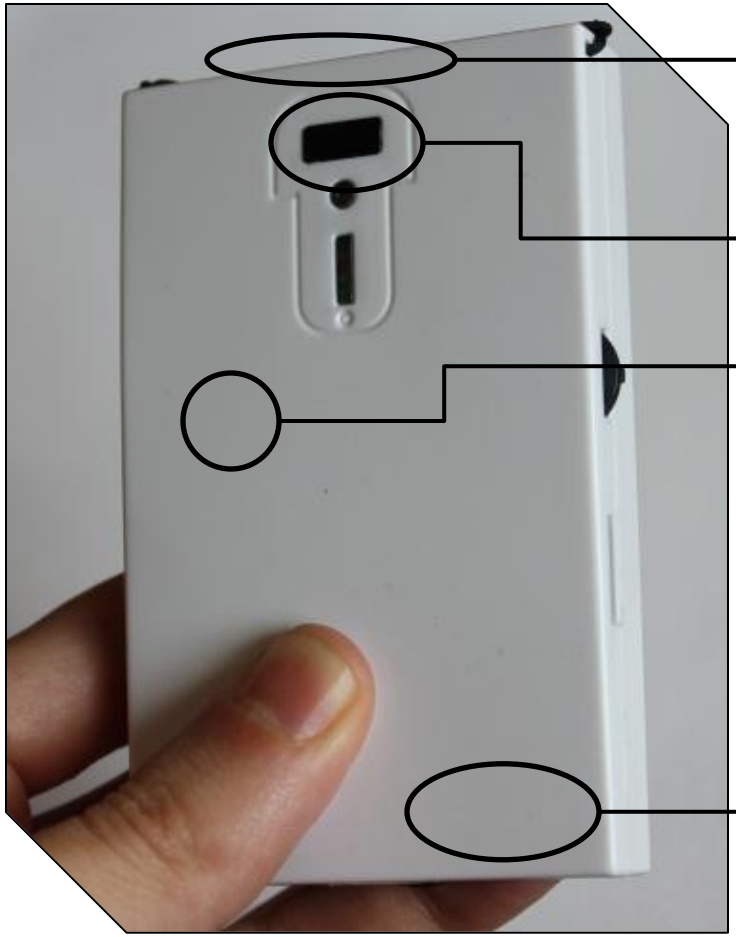
Sensing Technology

behavio

1997 2013

Sociometric Badge



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Real Measures

Engagement

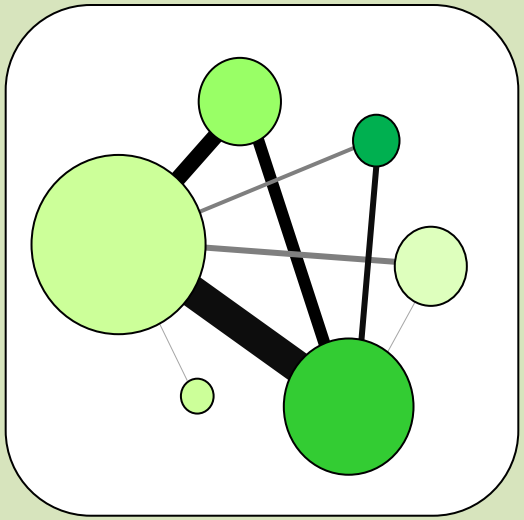
Measure

Network cohesion

Use Case Example

Major IT Firm

Leadership



Measure

Communication diversity and style

Use Case Example

European Bank

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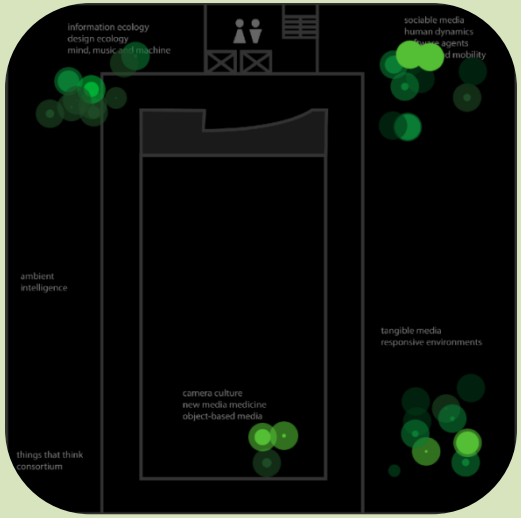
Real Measures

Space Utilization



Measure

Location + communication

Use Case Example

Bank of America Call Center

Creativity

Measure

Movement and communication

Use Case Example

R&D Laboratories

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Experience

- Deployed in dozens of companies in a variety of sectors
- Numerous awards

Technology Review Top 10
Emerging Technologies

Harvard Business Review
Top 10 Breakthrough Ideas

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Case Studies

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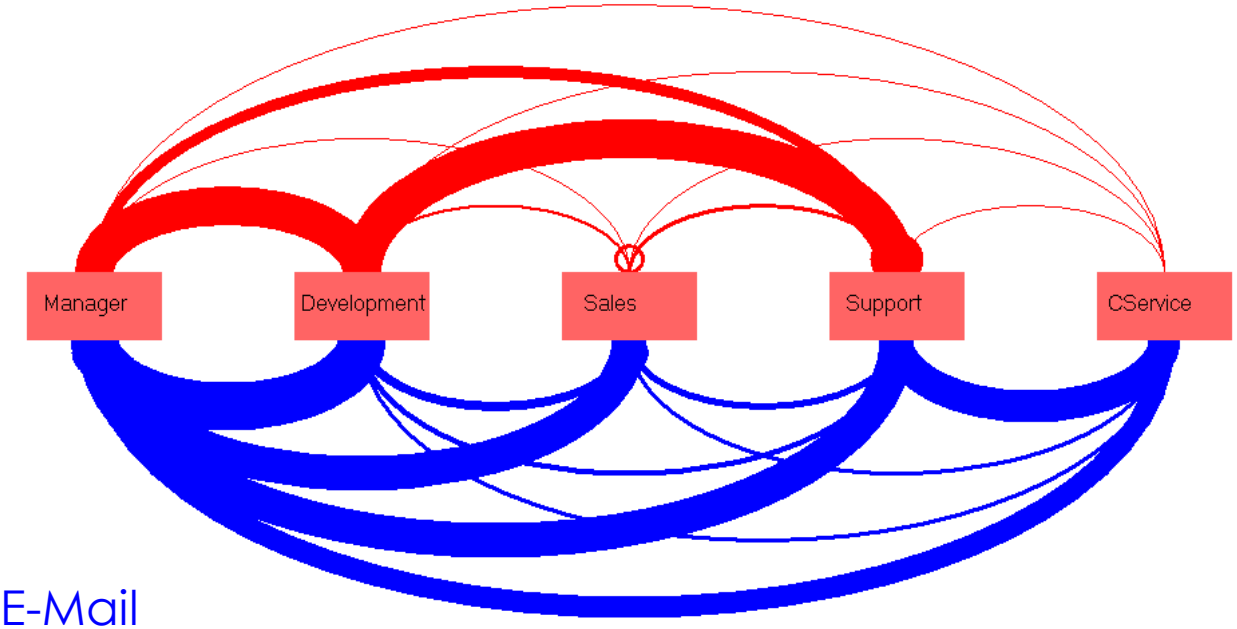
10 EURO
20 EURO
50 EURO
100 EURO

German Bank

Face-to-Face



E-Mail

February 1

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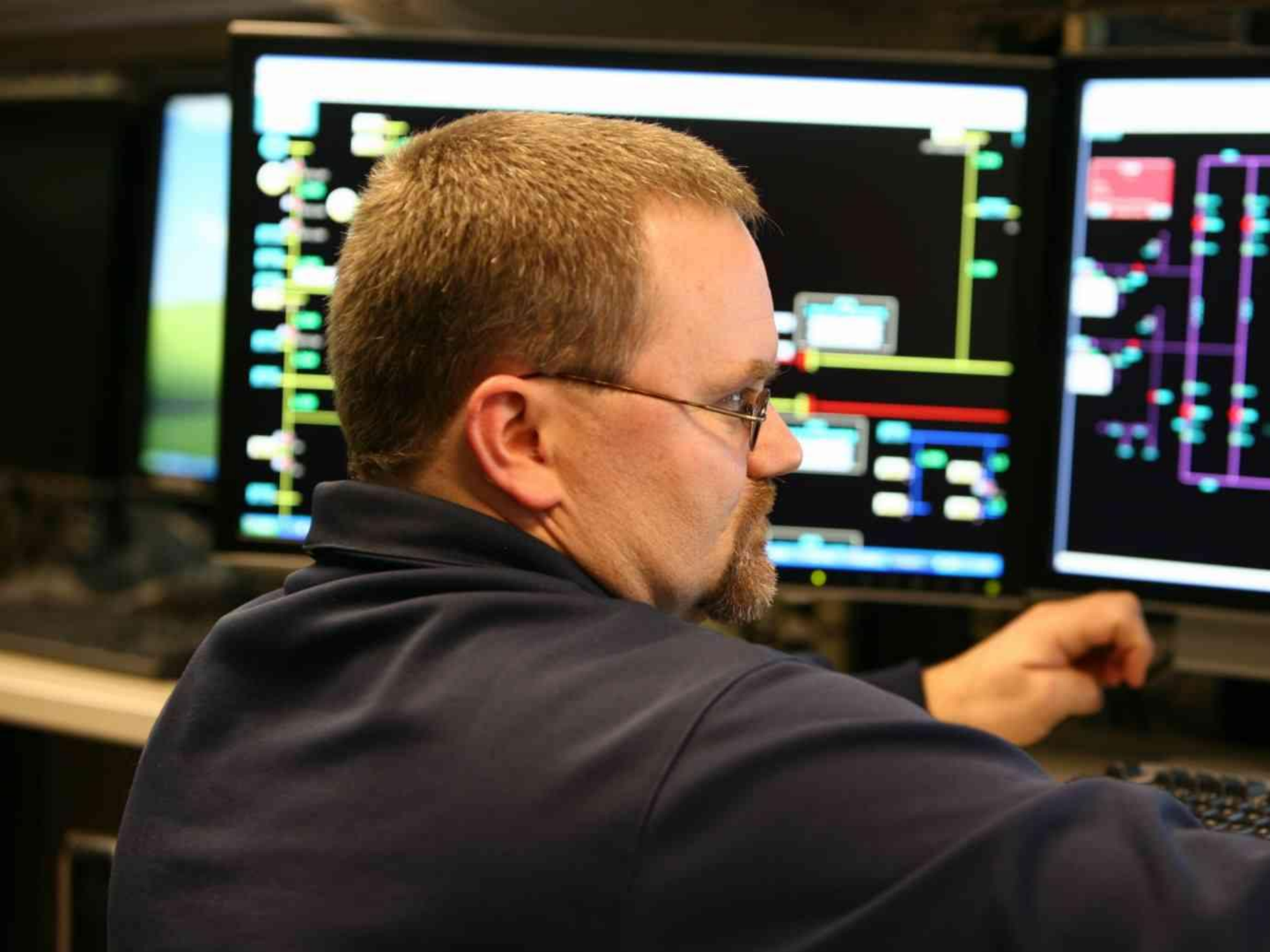
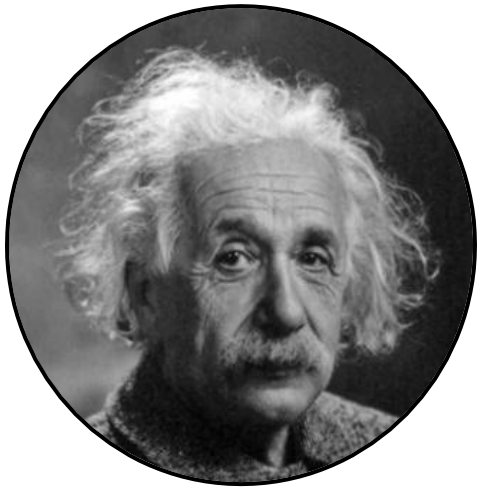


Experts

?



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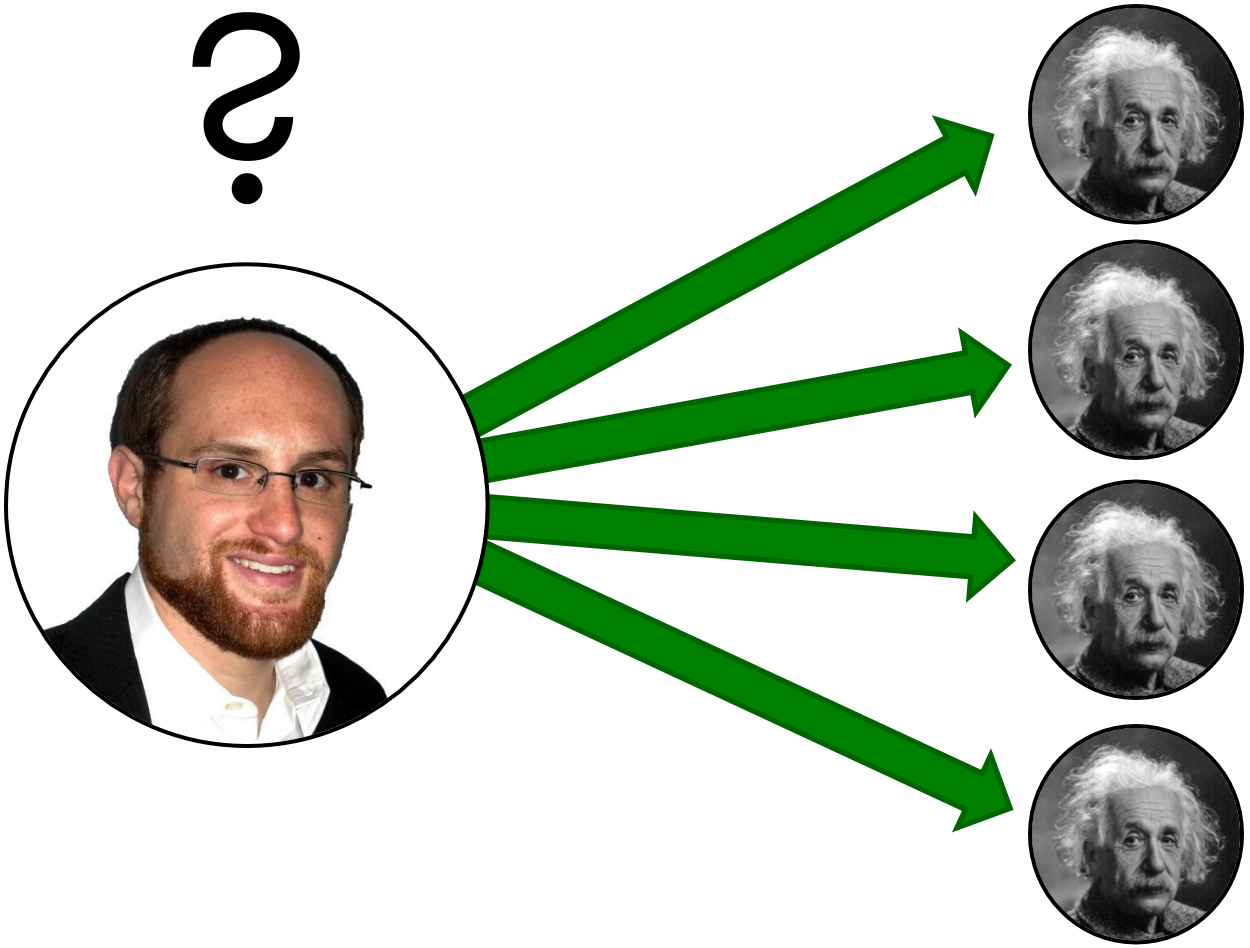
Experts



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All About AI

- **Talk to AI**
  66% Reduction in Completion Time

- **AI's Productivity**
  About Average

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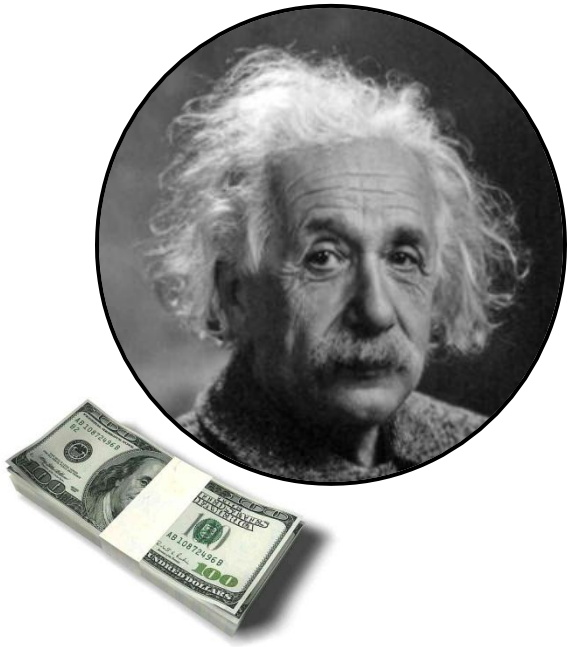
Expert Solution



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Expert Solution

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Phase 1 Results

- Cohesion predicted productivity
  - The *opposite* of how call centers are managed
  - Engagement was unrelated to tenure and gender
- Engagement reduces stress
- Solution: change break structure

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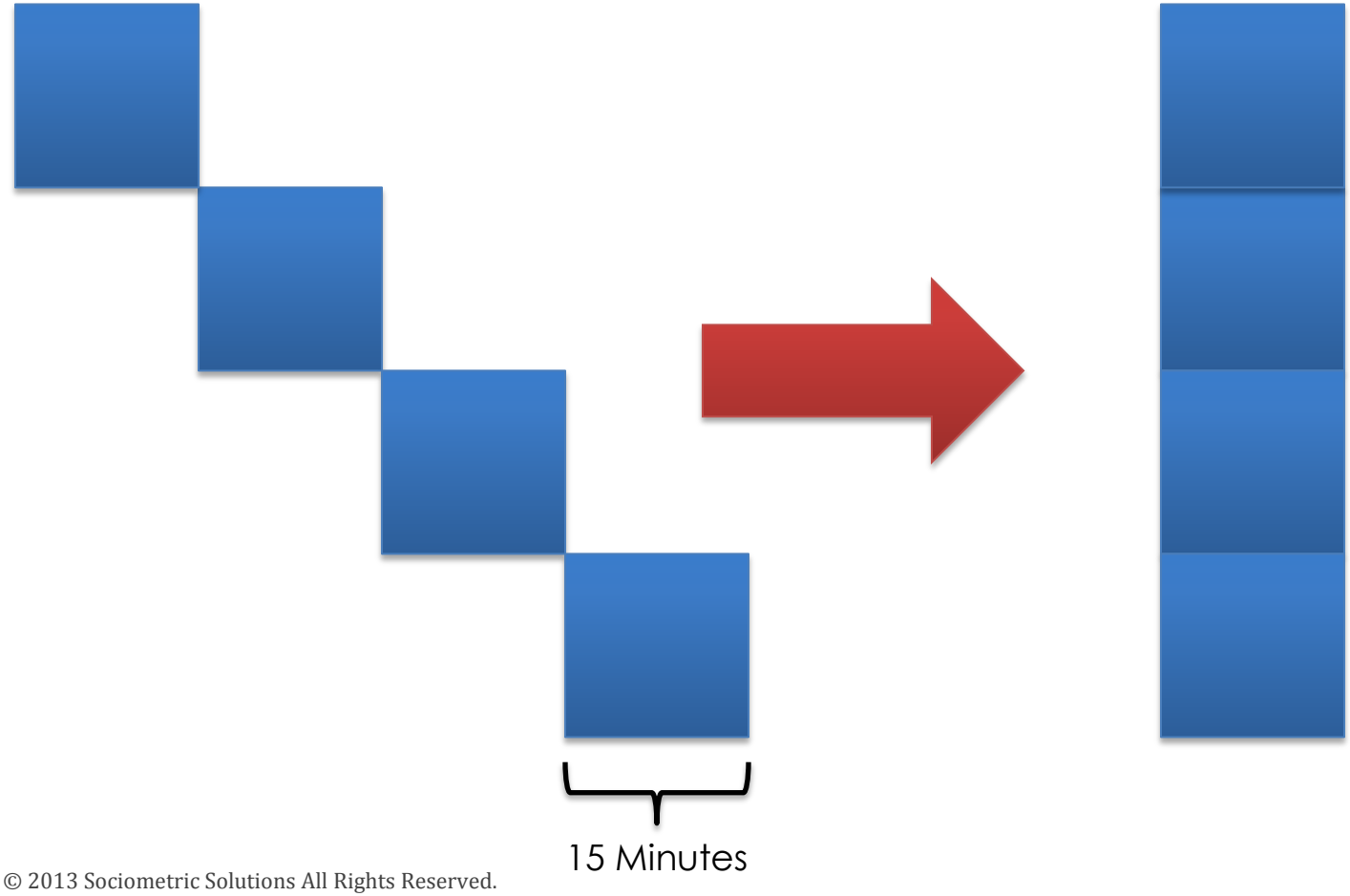
Bank Call Center

Phase 1 Break Structure

Phase 2 Break Structure



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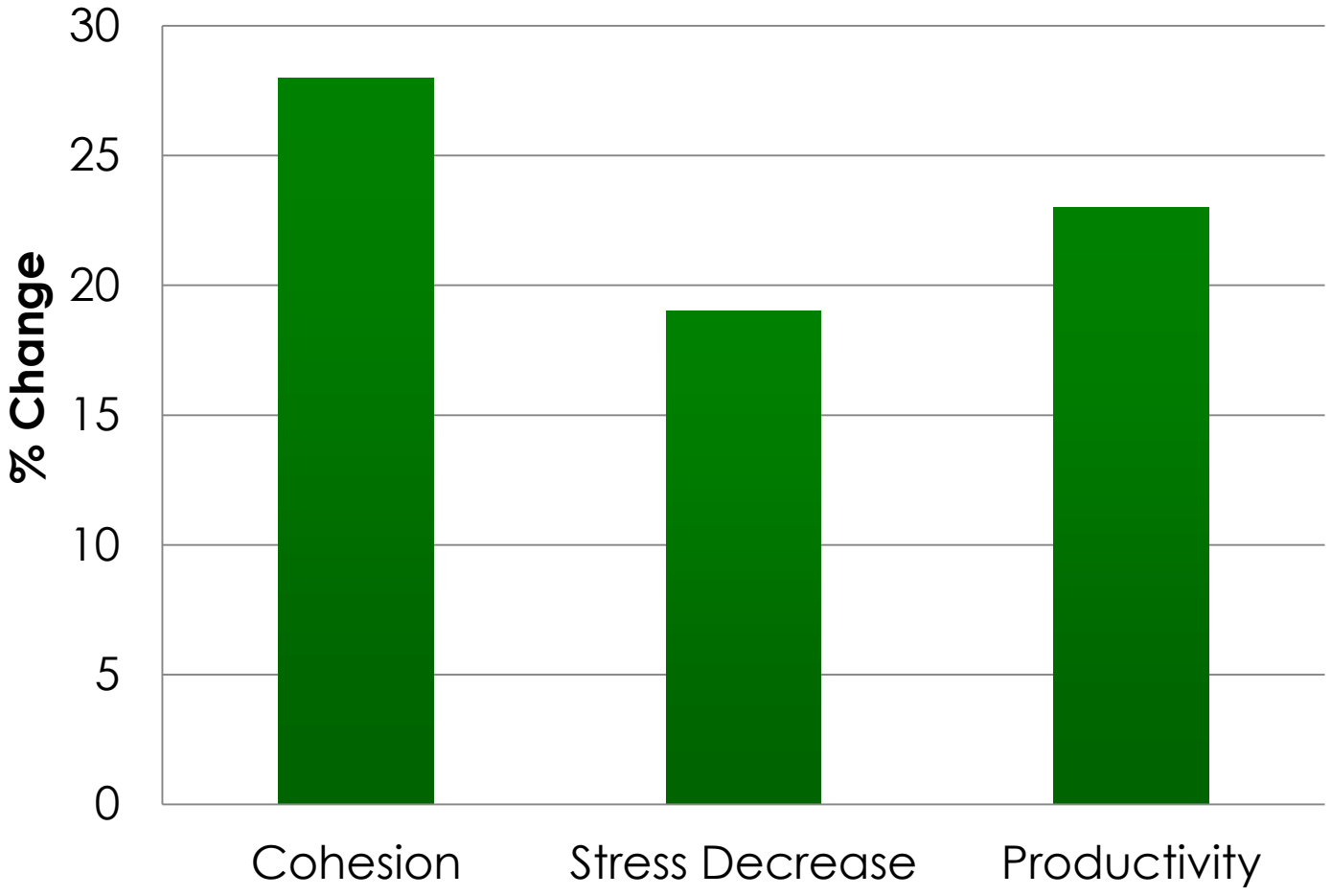
Phase 2 Results



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$15M/year

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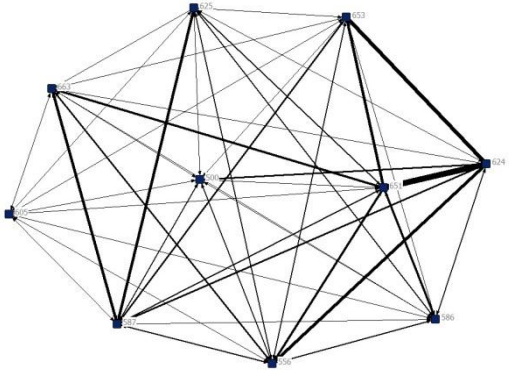
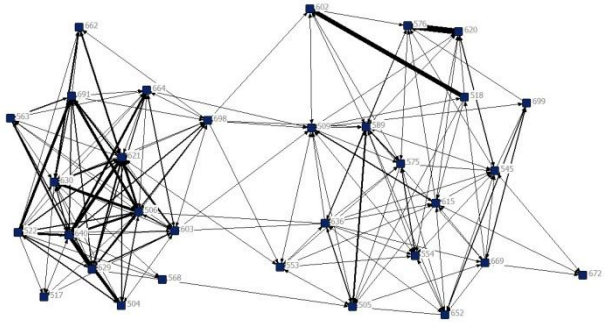
We live in your world.
We live in your world.
ANZ
06
07
1421

Czech Bank



Branch 1



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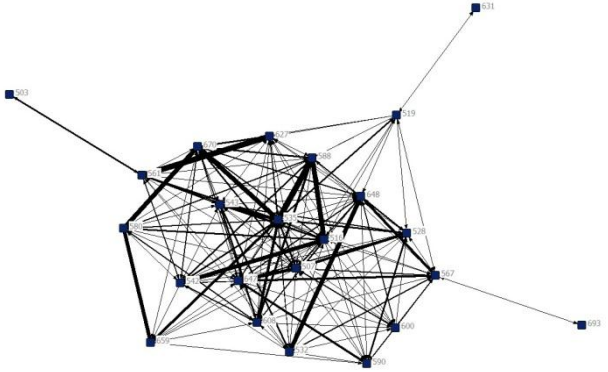

Branch 3

Performance?

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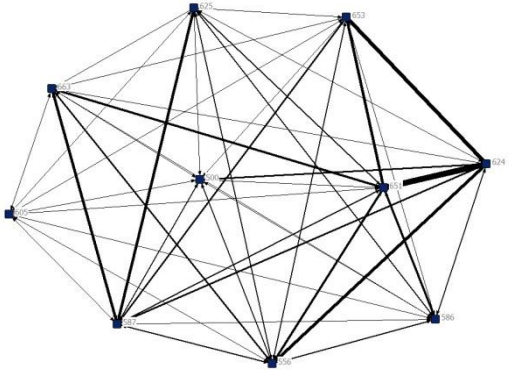
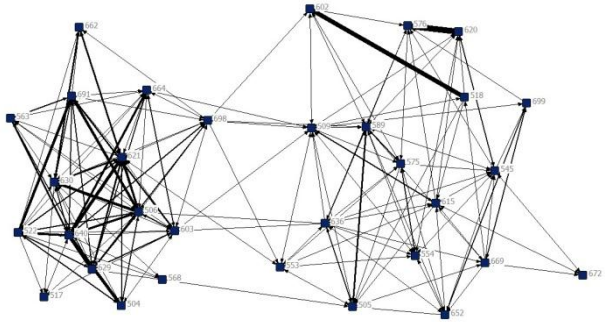
Czech Bank



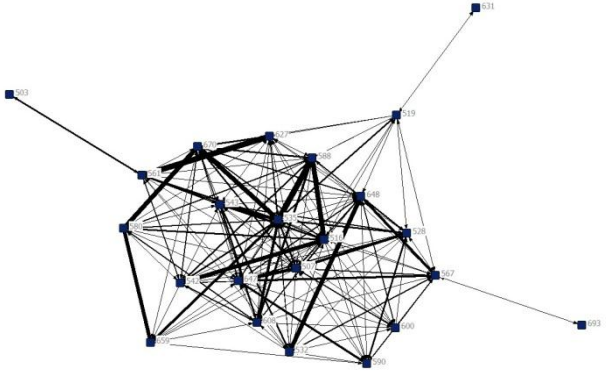
Branch 1

1



Branch 2

3



Branch 3

2

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Data and Disease

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If you're sick, do you go to work?

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DON'T TALK TO ANYONE.
DON'T TOUCH ANYONE.
KATE WINSLET
CONTAGION

$30B/year

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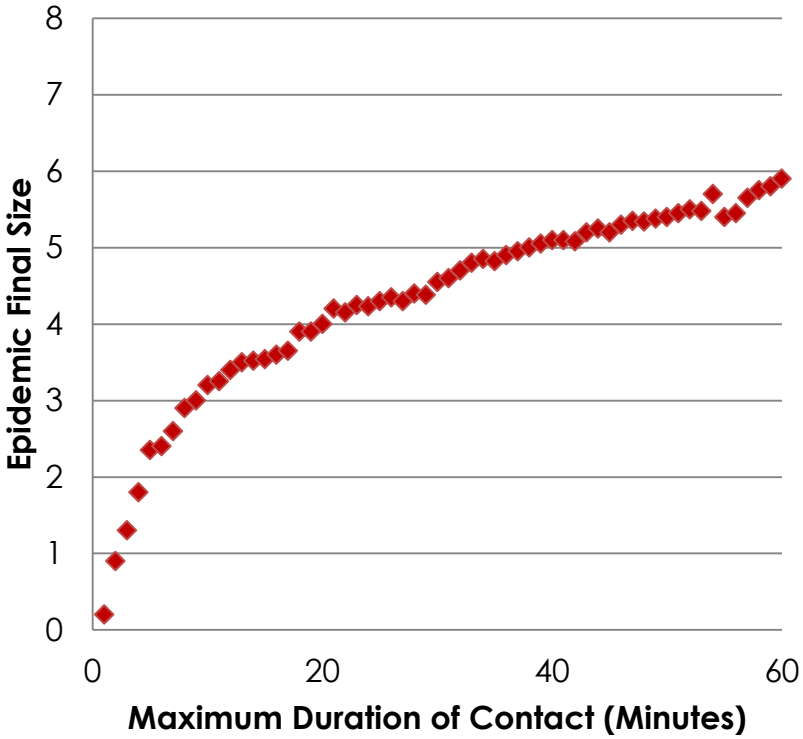
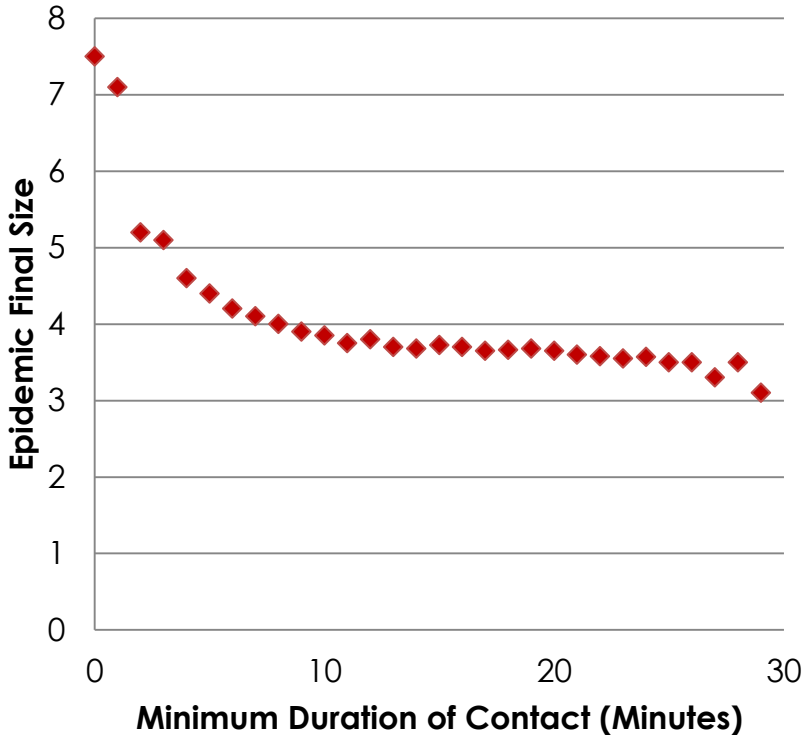
Epidemic Final Size





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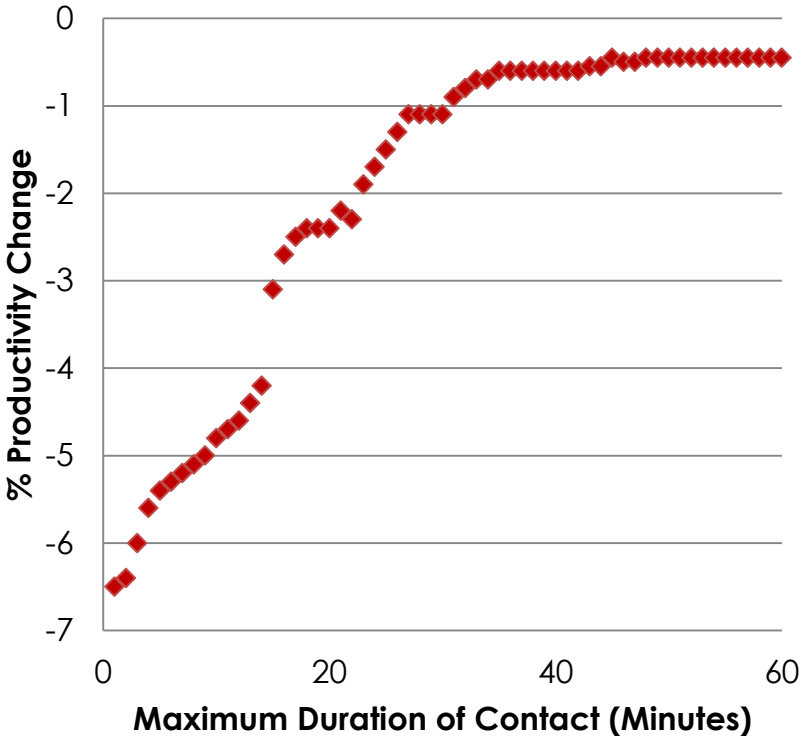
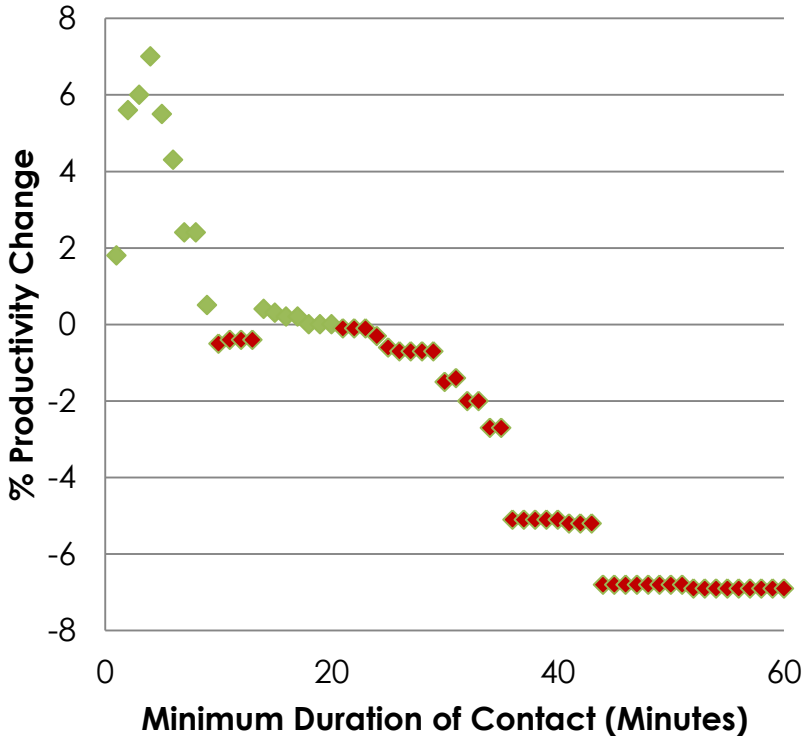
Productivity





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Corporate Epidemiology

- Implications
  - Close office doors
  - Eliminate meetings?
  - Meeting days?
- New Interventions
  - Change seating arrangements

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Wrapping Up

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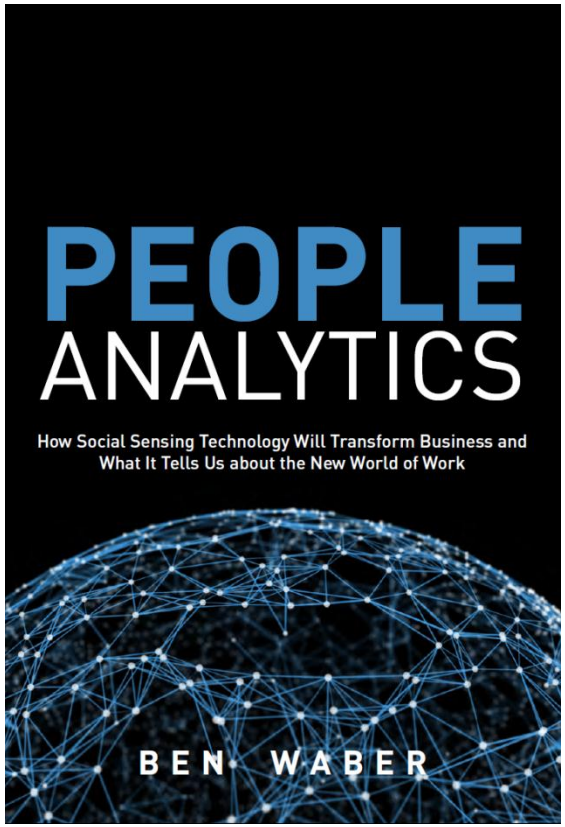
GM
next
GMnext.com

Locals?
If you live in the area, call your orders in, it will be ready when you get here.
332-9471

Questions?

ben@socio-metric.com



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