OrgVue
By CONCENTRA

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RADICAL NEW APPROACH TO ORGANIZATIONAL DATA AND ANALYTICS TO TRANSFORM THE HR AND OD FUNCTION

There is a business opportunity for organizations to use data and analytics to transform business performance. In his new book, **Data-driven Organization Design: Sustaining the Competitive Edge through Organizational Analytics**, Rupert Morrison, Concentra Managing Director and inspirer of OrgVue, argues that HR and Organization Design teams hold the key to unlocking this business potential.

"HR and OD practitioners sit on some of the most valuable data to the business – people data," says Rupert Morrison. "However, they are not using it to its full potential, which leaves businesses making tough strategic decisions without its benefit."

So what's the answer? Rupert Morrison argues that we need to radically overhaul how we manage and use organizational data to create organizations which drive performance and sustain competitive advantage.

Data-driven Organization Design, published by Kogan Page on the 3rd October 2015, provides a practical framework for senior managers to build a baseline of data, set objectives, carry out fixed and dynamic process design, map competencies and right-size their organization. It shows how to collect the right data, present it meaningfully and ask the right questions of it.

Using data and analytics you can connect all the elements of the system to design an environment for people to perform; an organization which has the right people, in the right place, doing the right things, at the right time. Only when everyone performs to their potential do organizations have a hope of getting and sustaining a competitive edge.
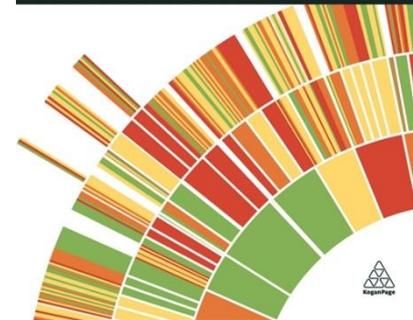
Praise for Data-driven Organization Design

"New organizational models are appearing all the time as we try to optimise the use of the most important of all our resources; our people. Bringing people data and analytics together with organizational design allows new levels of understanding to ensure the best outcome, aligned to the organization's strategy. This book provides great guidance and thinking on how to do this effectively."
Peter Cheese, Chief Executive, CIPD

"This book nails it. Honest and practical, it shows you how to deeply analyse and design an organization – and implement it."
Nathan Adams, HR Director, Aviva

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"This book puts into words what I've been trying to explain for years. Managers should read this book to become more data-driven; data-driven people should read it to understand the imperatives of management."
Stéphane Hamel, Digital Analytics Thought Leader, Immeria

"Morrison's dashing and enthusiastic style persuasively makes the case for using good data analytics as the basis for successful organization design. He confidently leads the reader through the process bringing his own experiences as supporting examples of the value of data. It's not all numbers. He doesn't forget the politics and culture stuff at play contending that data helps in working with these aspects of complex organizational design. It's a book now on my 'recommend' list."
Dr Naomi Stanford, organization design consultant

"Provides insightful connection between strategy and the enabling organizational design. It includes an inspiring collection of theory, tools and experience to drive change and transformation."
Pär Åström, Senior Vice President, Business Development, Husqvarna Group

You can find more information about the book at: www.koganpage.com/DDOD

Data-driven Organization Design: Sustaining the Competitive Edge through Organizational Analytics, by Rupert Morrison, is published on 3 October 2015 by Kogan Page.

Paperback, ISBN: 9780749474416, £34.99

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Notes to Editors

About Concentra

Concentra is a specialist data analytics firm that helps organizations manage and use data to increase their efficiency and profitability. Concentra crafts intuitive information tools to solve business problems, partnering with leading technologies such as Tableau, Alteryx, Qlik and Microsoft. Concentra's own products include OrgVue, the leading business transformation tool for organisation design, workforce planning and transition management; and SupplyVue, a game-changing Supply Chain Analytics and management tool.

Find out more at www.concentra.co.uk

For further information, a review copy, high-res images, or to arrange an interview, workshop or article by the author please contact:

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