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The background features a portrait of a woman with long dark hair, smiling and looking slightly to the right. The image is overlaid with a color gradient that transitions from a deep red on the left to a teal on the right. A dark purple horizontal bar is positioned across the lower third of the image, containing the title text.

THE HUMAN EDGE

REPORT

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THE POWER OF THE HUMAN EDGE

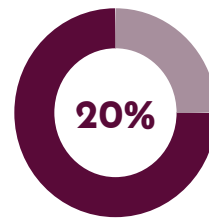
In a world intoxicated by technology, we've all too easily slipped into a false narrative. The narrative that machines, algorithms, and big data are the panacea for every organizational ailment. Like a band playing on while the ship is sinking, we've been blissfully tapping our feet to the rhythm of this digital transformation, disregarding the most potent, the most exquisite asset any organization has - its people.

Just as a symphony cannot be composed solely of percussion, a business cannot be built solely on technology. The 'percussive' roar of technology needs the 'strings' of human potential, a concerto in the making. This brings us to the magnum opus of modern-day business strategies - The Human Edge.

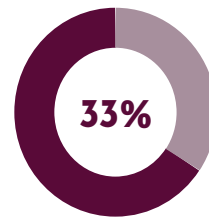
Think about it for a second. Who dreams up technology? Who brings it to life? And who turns it into a solution that propels an organization towards success? The answer lies within the three-pound universe that sits between our ears. Yes, ladies and gentlemen, it's your people. Every idea, every innovation, every triumph, traces its origin back to the human brain.



Research from the Journal of Business & Psychology, which would give any technophile pause, indicates that companies promoting human-centric practices witness 20% more productivity and 33% higher profitability.



more
productivity



higher
profitability

(Zhang, Bloom, & Knowles, 2020)

Our tale takes an interesting twist, doesn't it? More than a simple strategy or buzzword, the Human Edge is a radical paradigm shift. It's about valuing the ones who don't just work in our companies but are the heartbeat of our companies.

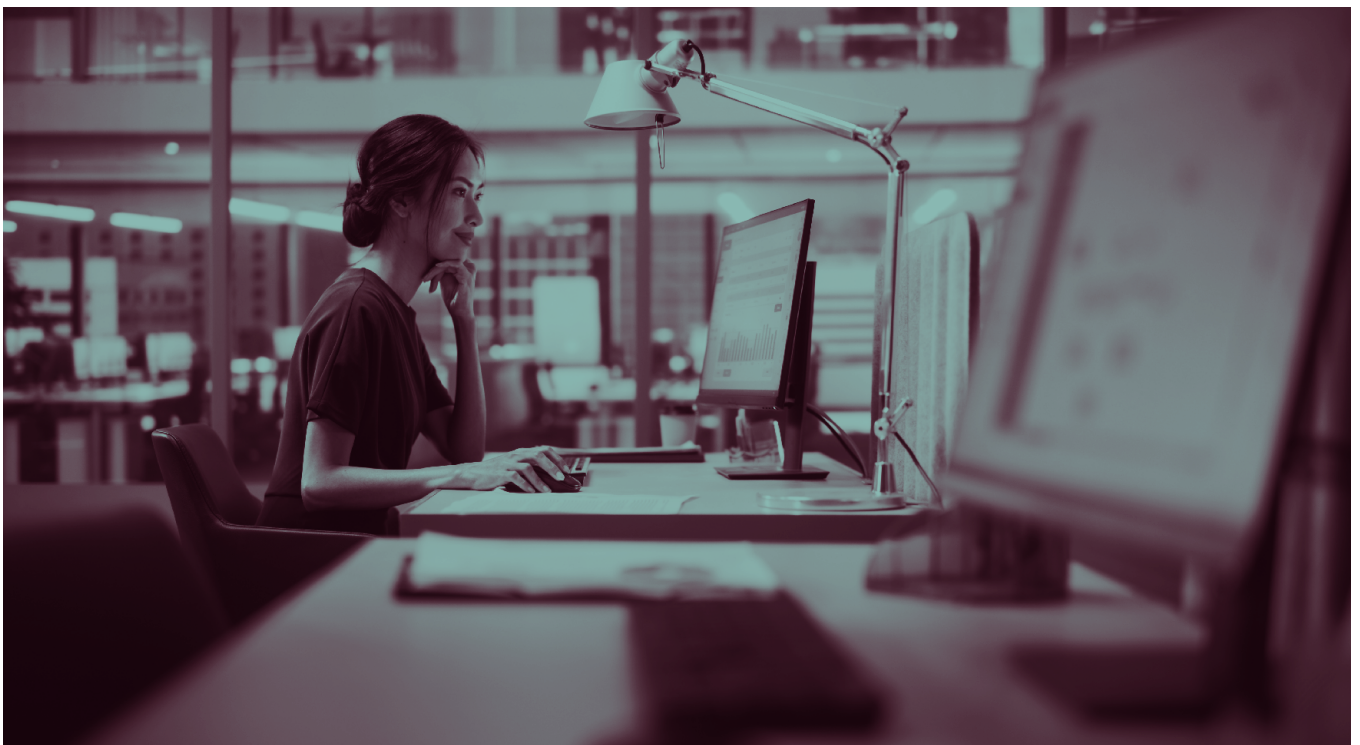
DISRUPTIVE DYNAMICS

SHAKING THE STATUS QUO

As the curtains lifted on the 21st century, the show-stopper was clear – technology. The riveting act of the digital revolution, complete with its AI antics and big data bravado, hypnotized audiences worldwide. Companies, large and small, were quick to jump on the technology bandwagon, hoping to ride into a future of unparalleled success.

Unfortunately, amidst the glamour of digital prowess, an essential character was pushed backstage - humans. As the digital wave swept across, washing over businesses and transforming landscapes, organizations found themselves overlooking their greatest asset. Their people. The dazzling allure of technology outshone the human element, casting it aside in a neglected corner.

Firms soon began to struggle with disengaged employees, lackluster leadership, and stagnating sales. The actors were ready, the script was perfect, but the performance lacked soul. The protagonist of our story, the Human Edge, was missing. The challenge of underutilization and underdevelopment of human talent grew to be a persistent thorn in the side of organizational success. It became increasingly clear that the glittering future everyone sought was impossible to attain by riding the digital wave alone.



PARADIGM SHIFT

THE DAWN OF A NEW ERA

The most persistent hurdle in the race for success isn't keeping up with technological advancements, but implementing a paradigm shift - one that places humans back at the heart of the narrative. Enter the Human Edge, stage right, under the spotlight where it belongs.

The Human Edge isn't about shunning technology; it's about harmonizing it with human potential. The science of neuroscience, like an erudite sage, offers valuable insights about this symbiosis. It speaks of a concept known as neuroplasticity, a fancy term that describes the brain's marvelous capacity for change, adaptation, and growth. Essentially, it tells us that our brains are as malleable as hot chocolate fudge on a summer afternoon (minus the sticky fingers).

And if you're wondering whether this neuroscience mumbo-jumbo has any tangible implications, consider this. A study conducted by the scholars at Massachusetts Institute of Technology (MIT) discovered that when organizations nurtured a growth mindset among their employees, they saw an average

65%

50%

**increase in innovation by 65% and
a productivity surge of 50%**

(Canning, Muenks, Green, & Murphy, 2019).

That's not a mere uptick; it's a paradigm-shattering leap.

The Human Edge provides a compass, directing us towards an environment where humans are more than just employees. They're innovators, artists, visionaries, and value creators. It

encourages us to leverage the inherent adaptability and potential of our teams to sculpt a success story.





A CHANGE CATALYST EMBRACING THE HUMAN EDGE

Transitioning from a tech-obsessed business model to a human-centric one is not about waving a magic wand. It requires deliberate, planned, and meticulous execution. It's less of a sprint, more of a marathon, albeit with occasional water breaks and some cheering crowds on the sideline.

Recall the transformation of General Electric (GE) under the leadership of the legendary Jack Welch. In the 1980s, a period marred by corporate rigidities and hierarchical manacles, Welch chose to break the mold. He discarded traditional hierarchies and nurtured an environment where employees were encouraged to think creatively, to take ownership, to get their hands dirty (metaphorically speaking, of course).

The result? An astonishing ascent in GE's market value from



\$12 billion in 1981 to a whopping \$410 billion when Welch retired in 2001.

That's the power of the Human Edge - transforming not just the office spaces, but the fortunes of a company.

THE ACTION PLAN

TURNING INSIGHTS INTO REALITY

Knowing what needs to be done is the easy part. Rolling up your sleeves and getting the job done? That's where the real challenge lies. Transitioning to the Human Edge is a proactive process, a strategic call to arms.

Let's break it down into a digestible, four-step action plan (hold the drum roll, please):

- 1 Promote Growth Mindsets:** Think of your organization as a giant learning lab, with a culture of curiosity and adaptability as its lifeblood.
 - 2 Develop Leaders:** Invest in leadership development programs, honing skills such as emotional intelligence and effective communication. As the saying goes, a company is only as good as its leadership (and its coffee, but that's a topic for another day).
 - 3 Revamp Sales Strategy:** Implement neuroscience-backed sales strategies that encourage your teams to foster genuine, human connections with customers. Because at the end of the day, people buy from people.
 - 4 Exceed Service Expectations:** Don't just meet your customers' expectations; dazzle them. Encourage your teams to go beyond delivering services to creating remarkable experiences.
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WEATHERING THE STORM

CHALLENGES AND SETBACKS

Every transformation journey has its share of storms and choppy waters. Even the most promising change can evoke fear and uncertainty. After all, humans are creatures of habit. We feel cozy in our comfort zones, even when it's evident that stepping out is the way forward.

In such scenarios, storytelling can be a powerful antidote. Sharing success stories of companies that successfully embraced the Human Edge can instill confidence in your team. These tales serve as beacons of hope, reassuring your organization that the transition to the Human Edge, while challenging, is indeed a voyage worth embarking upon.

THE HUMAN EDGE YOUR TICKET TO UNPRECEDENTED GROWTH

The Human Edge is a game-changer. By harnessing the incredible potential of your people and integrating it with technology, your organization can experience unprecedented success. The business landscape may continue to evolve, but one thing will remain unchanged – the power and potential of humans to shape the future.

ONGOING JOURNEY STAYING AHEAD WITH THE HUMAN EDGE

Embracing the Human Edge is not a destination but an ongoing journey. As the landscape evolves, so must our understanding and application of the Human Edge. It's about continually learning, adapting, and innovating. So, let's embark on this exciting journey and make the Human Edge your competitive advantage.

RATE YOUR ORGANIZATION'S HUMAN EDGE QUOTIENT

The fastest path to growth is to solve the right problems to get there.

Which is why I created the Human Edge Scorecard. This short quiz will help evaluate your organization's readiness to leverage the Human Edge.

We have created an insightful online quiz designed for CEOs and leaders.

The quiz consists of 30 questions that will help you assess the degree to which your organization is primed to harness the power of the Human Edge.

Take the quiz at www.leadershipquiz.com, and unlock the path to gaining a competitive edge in this ever-evolving business landscape. Your journey towards unlocking unprecedented success starts here!