



# HARMONISING AND HUMANISING REWARD

USING NEW TECHNOLOGIES TO PUT THE INDIVIDUAL AT THE HEART OF STRATEGY

DEBORAH FROST | CEO OF PERSONAL GROUP &  
FOUNDER OF INNECTO REWARD CONSULTING

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## WHAT WORKERS ARE SAYING...

*I'm not sure  
I'm paid fairly  
for my role...*

*Sometimes I  
just feel like a  
number...*

*I don't know  
where my  
role sits...*

*Nobody tells  
me if I am  
doing well...*

*I can't see a  
route of  
progression...*

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**REVIEW** BOOK REVIEWS

### Former Cambridge Analytica Director Says She Saw Company Techniques 'As Savvy'

October 22, 2019 - 12:01 AM ET

ANDREW LIMBONG

By my count, Brittany Kaiser mentions the TV show *Mad Men* four times in her new memoir *Targeted*. But her story tracks closer to that of another big TV show — *Breaking Bad*.

In it, she tells us she was driven by worry for her family after they took a couple big blows financially and medically (so, also, financially), and that she felt it necessary to make larger and larger moral concessions when money was involved. But, also like *Breaking Bad*, by the end of it you get the sense that she's more concerned with her own legacy than reckoning with any wrongdoing of her own part.

But let's back up. Brittany Kaiser is a former director at Cambridge Analytica — the now defunct one-stop shop for election swaying that got major attention for how it used its massive pool of data on us, the American voters. This is the second Cambridge Analytica memoir to come out this month — the first being from the more well-known Cambridge Analytica whistleblower Christopher Wylie. Kaiser's at a bit of a disadvantage coming out second, considering that in the earlier one Wylie positions her as an eager and ambitious Cambridge Analytica employee who jumped ship at the last possible second. Kaiser gets in her own digs at Wylie here, too, though: if you, like me, love petty beefs, but 2. A bit disheartening all :

COMPLIANCE WEEK

TECHNOLOGY

### DOJ: Big Tech's data collection creates 'avenues for abuse'

By Aly McDevitt | Tue, Nov 12, 2019 5:43 PM

financial reporter

### Over half of firms still not GDPR compliant

57% of firms have chosen not to introduce any new procedures or policies to increase security.

ROZI JONES | 14TH NOVEMBER 2019



Over half of financial and accounting firms have not taken any precautions to become GDPR compliant, despite the regulation coming into force 18 months ago, according to a survey from document management firm

"The scale of penalties issued

aim, chief of the Justice Department's enforcement is investigating the nexus between the government and will pursue them for anticompetitive behavior and will pursue them for anticompetitive behavior broached this and other work. "Challenges to Antitrust in a Changing World" School on Nov. 8.

ation to "oil" for the digital age, calling the "cryptocurrency" data ... analogous to a new currency."

ComputerWeekly.com

### ICO launches data security campaign for UK General Election

Information commissioner Elizabeth Denham launches campaign to remind the public of their rights when personal data is used for political purposes

By Alex Scropton, Security Editor

Published: 05 Nov 2019 10:28

BBC NEWS

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### Facebook agrees to pay Cambridge Analytica fine to UK

30 October 2019

Facebook-Cambridge Analytica scandal



Facebook's chief executive has repeatedly declined to answer questions from UK MPs about the scandal.

Facebook has agreed to pay a £500,000 fine imposed by the UK's data protection watchdog for its role in the Cambridge Analytica scandal.

It had originally appealed the penalty, requiring the Information Commissioner to

of the UK's major political parties to release sensitive data during the General Election. [Be aware](#) — to make the public aware of their

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Features

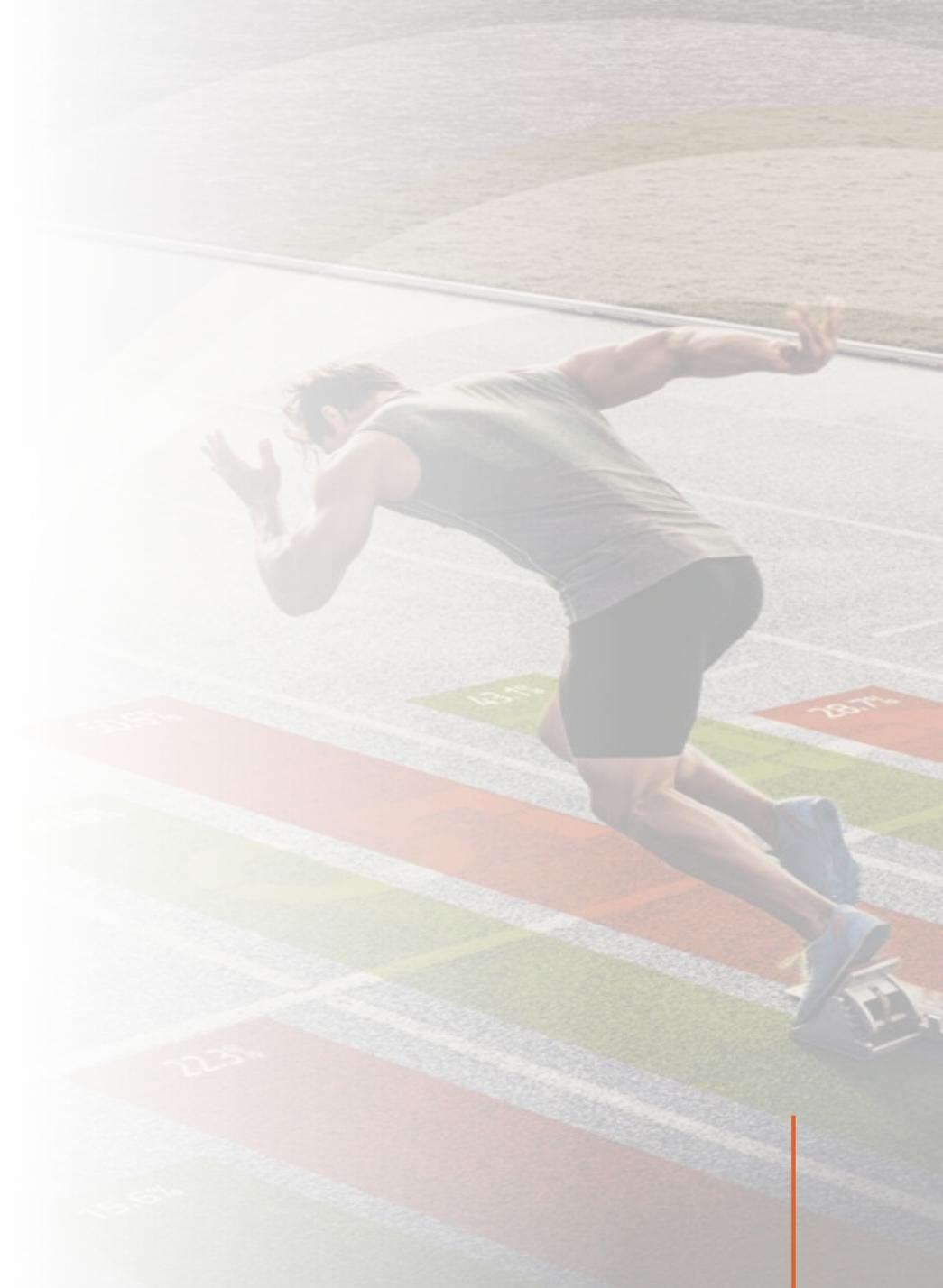
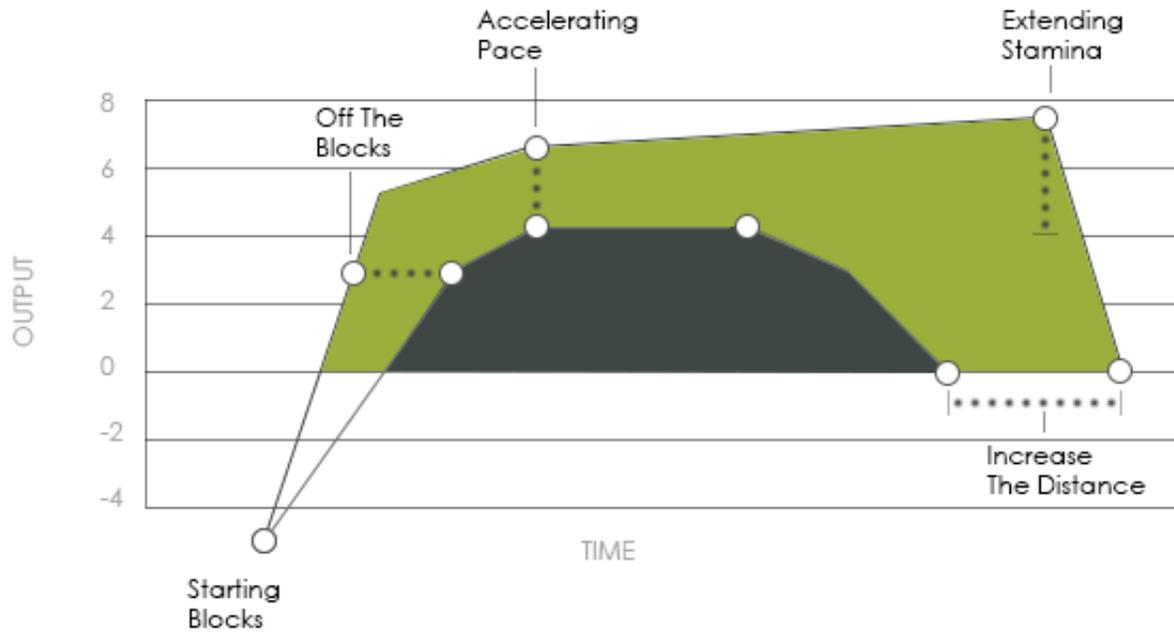
- Why dad killed mum: My family's secret

# DATA HAS HAD A BAD PRESS RECENTLY...

# BUT WE CAN USE DATA FOR GOOD...

- Using the ultimate personal data (DNA) to improve cancer outcomes
- Using big data predicts weather, gets food in the shops, allows us to navigate new territory

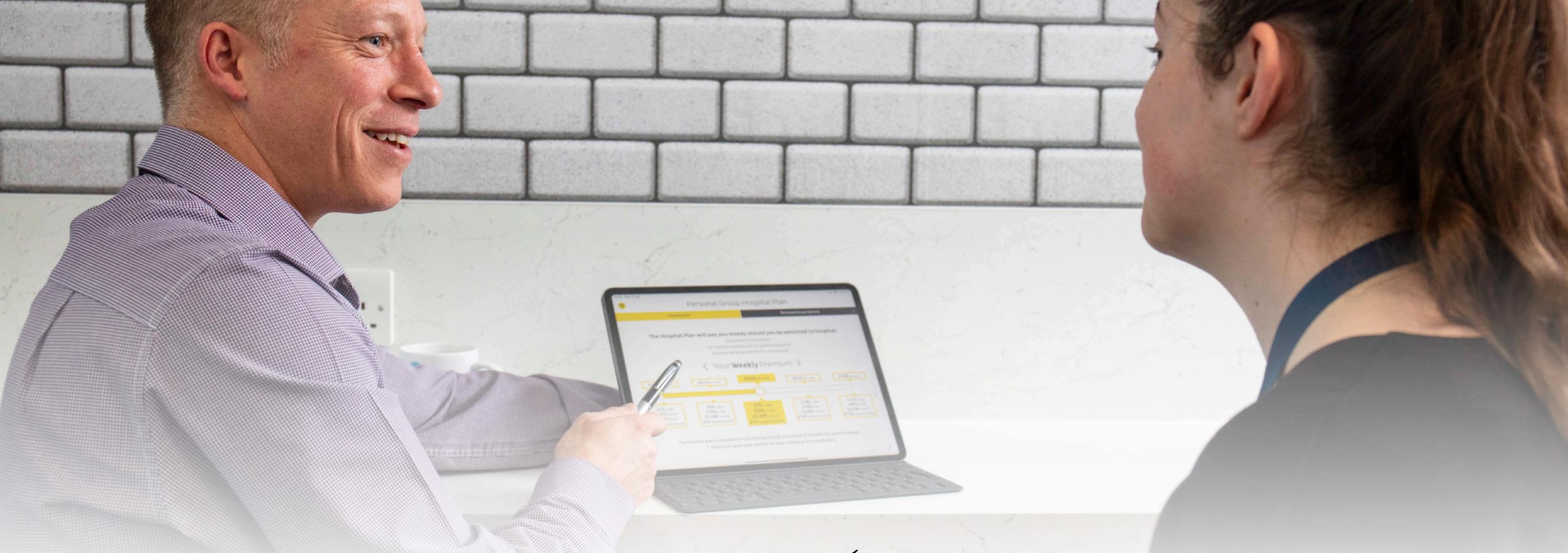
# WORK BETTER, TOGETHER



# EMPLOYEE EXPERIENCE CUSTOMISED TO THE POWER OF ONE



- Use data to create value – employee lifetime value
- Improve your business by improving the lives of your workers



## HOW WE CAN GET THERE

- ✓ Use analytics to predict outcomes
- ✓ Make it personal
- ✓ Humanise the experience
- ✓ Use tech as a springboard

# A VIEW OF UTOPIA

- Connected, valued people
- Using data as a means to an end – not the end itself
- Meets rising expectations from all your workforce
- Improves lifetime value – so business ROI
- Technology maps a pathway to get you there



# THANK YOU

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4.20%

26.30%

46.15%

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