



## Cornerstone Connect

### TALENT MANAGEMENT GOES SOCIAL

Social collaboration is a human resources issue that can no longer be ignored as a passing fancy. People of all ages are already using social media in their personal and professional lives to forge meaningful connections and to create and share useful content.

But don't do it just because it's happening all around – do it because 40% of the productivity of teams is attributed to high levels of collaboration<sup>(1)</sup>. Do it because social learning works, 75% of the sources cited for 'knowledge used on the job' are informal.<sup>(2)</sup> And do it because well-connected employees generate more revenue than less-connected peers.<sup>(3)</sup> Make Cornerstone Connect the backbone of your social collaboration strategy because collaboration is a human resources issue that can drive real business impact.

#### CHALLENGES

- My organization is global and staffed with lots of contingent and remote personnel – how can I improve internal expertise location and networking?
- The younger generation is coming to the workforce well-versed in social media. What can my organization do?
- Can we use social collaboration tools to reach out to customers, partners, or channels?

#### FEATURES

- Rich user profiles
- Community building
- Social learning
- Blogs, wikis, and discussions
- Microblogging
- Rate and share content
- Seamless integration with other Cornerstone platforms

#### BENEFITS

- Enable high-impact social learning
- Facilitate connections between people
- Boost employee performance
- Develop new communication channels with partners and customers
- No software to install or maintain

#### BREAKING DOWN BARRIERS TO COLLABORATION

In a modern workplace characterized by globalization, geographic dispersion of people, remote workers, and short information cycles, the importance of knowledge and information cannot be overstated. High-performing employees develop effective professional networks and incorporate collaboration into daily routines.

*“Cornerstone’s social networking tools are accelerating people’s abilities to connect with senior leadership early in their careers, which helps to foster employee trust and loyalty.”*

*Wendie Whelan  
Advantage Sales & Marketing*

Leading organizations use Cornerstone Connect to reach both internal and external audiences. With Cornerstone you can improve employee performance, identify critical internal professional networks, and engage your customers and partners to drive innovation and lower support costs. And, importantly, Cornerstone Connect gives you the power to control and moderate it all.

#### START SMALL AND GROW

Social technology does not have to be an all-or-nothing proposition. Start small. Build a social learning community around an existing training program. Moderate a few specific communities of practice. Build an alumni network. With Cornerstone Connect you can mold it, control it, and build on your successes.

- (1) “How Social Networks Network Best” (Harvard Business Review, Feb 2009)
- (2) Capital Works survey (2002) as cited in “Key Issues in the New Knowledge Management” (Firestone and McElroy, 2003)
- (3) “Information, Technology and Information Worker Productivity” (Aral, Brynjolfsson and Van Alstyne, Oct 2006)

## SOLVING REAL-WORLD PROBLEMS

Enterprise social networking is only as valuable as the business impact it can deliver. Cornerstone Connect helps organizations move past the hype and buzz of “social” by addressing real problems, answering specific questions, and delivering demonstrable value.

## INTERNAL COMMUNITIES – YOUR EMPLOYEES

### Onboarding

Connect new hires to the people they need to know to succeed. Socialization matters.

### Social Learning

80% of what people actually learn in a job is informal and collaborative. Evolve your LMS strategy to include collaborative learning. Start small – build a simple community around an existing training program.

### Employee Performance Support

It’s not what you know, it’s WHO you know. High-performing employees take it to the next level by developing professional networks that drive performance. Expertise location is incredibly valuable in an age of global organizations, contingent labor, and remote workers.

### Alumni and Retiree Networks

For business development, maintaining a priceless “corporate memory,” and even for recruiting, building an alumni community is a quick way to demonstrate the value of business social networking.



## EXTERNAL COMMUNITIES – YOUR CUSTOMERS & PARTNERS

### Self-Service Customer Support

By giving your customers ready access to product and service information, support costs can be controlled. Customers learn from other customers in active communities.

### Customer Engagement

Engaged customers are loyal customers. By keeping customers talking about your organization and products in between purchases to boost loyalty and retention.

**Cornerstone**  
ON DEMAND Empowering People

Cornerstone OnDemand is a global provider of comprehensive learning and talent management software and services. Our solution is designed to help organizations empower their people and maximize the productivity of their workforce. To learn more, visit [www.cornerstoneondemand.com](http://www.cornerstoneondemand.com).