DEEP LEARN™

The Predictive Analytics
Platform for People

Cognisess

What is Cognisess?

Cognisess is a predictive analytics platform for people.

What we do

Our Predictive Analytics software Cognisess Deep Learn™ helps companies understand the current and future value of their most important and expensive asset: **people.**

PEOPLE PROBLEMS

> One third of employed people are already job searching after they've been in their current role for less than 6 months*

> Companies turn over upwards of 60% of their entire talent base within 4 years*

> 87% of employees worldwide are not engaged in what they do**

COGNISESS SOLUTIONS

> **Better Candidate Recruitment** – Cognisess helps you to find and secure the right talent

> **Greater Employee Productivity** – Cognisess defines what best looks like

> **More Agile Organisational Design** – Cognisess ensures you understand what makes your organisation effective

Sources:

*   Onboarding Margin Survey, 2016

** Gallup Employee Engagement Survey, 2016

COGNISESS DEEP LEARN™
THE SCIENCE & APPLICATION

What is Cognisess Deep Learn™?

Cognisess Deep Learn™ is the engine and the intelligence behind everything we do. It's an innovative and dynamic predictive analytics tool – able to learn, absorb and react to multiple information streams through a process known as machine learning.
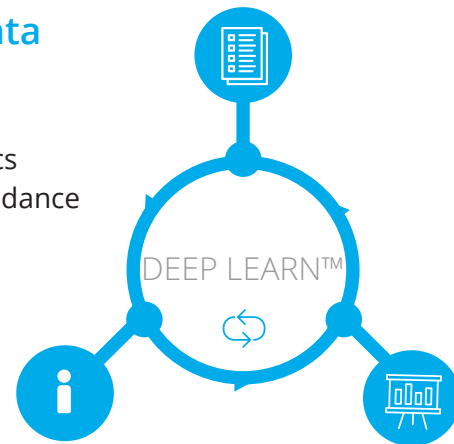
It turns millions of data points and inputs into clear insights that allow you to make the best informed decisions for your organisation.

Workforce Data

KPIs
Productivity metrics
Absence and attendance
Demographics
Business strategy

DEEP LEARN™

Assessments & Games

Core skills
Cognition & Social Cohesion
Emotional Intelligence
Personality & behaviour
Vision & sentiment analysis

Feedback, Surveys & Appraisals

Candidate feedback
Employee engagement
360 appraisals
Customer satisfaction
Unstructured data

66 I have no special talents,
I am only passionately curious 99

The Deep Learn™ model

Machine learning is typically delivered through our Cognisess Pro User Platform where candidates and employees are measured against more than 80 attributes using game-based assessments.

These assessments include those that measure cognitive indicators, behavioural patterns, personality traits, emotional intelligence and core skills. Equally, Deep Learn™ can work in Tandern or independently of Cognisess Pro and ingest and process other structured data sets.

Turning data into personalised insights

Cognisess Deep Learn™ is customisable, allowing you to select key performance indicators and specific attributes to measure. This means you have the right decision making information at your fingertips to screen quickly, select with precision, and equip people to perform to their best potential.

The algorithm responds to every piece of data available and uses your company's key performance indicators to understand what good performance looks like for your specific job role, in your particular team, company and even sector.

This means that when a candidate is identified, they aren't simply the best fit for a similar role in a similar field; they are selected because they are best possible potential for your specific role, culture and company's performance expectation.
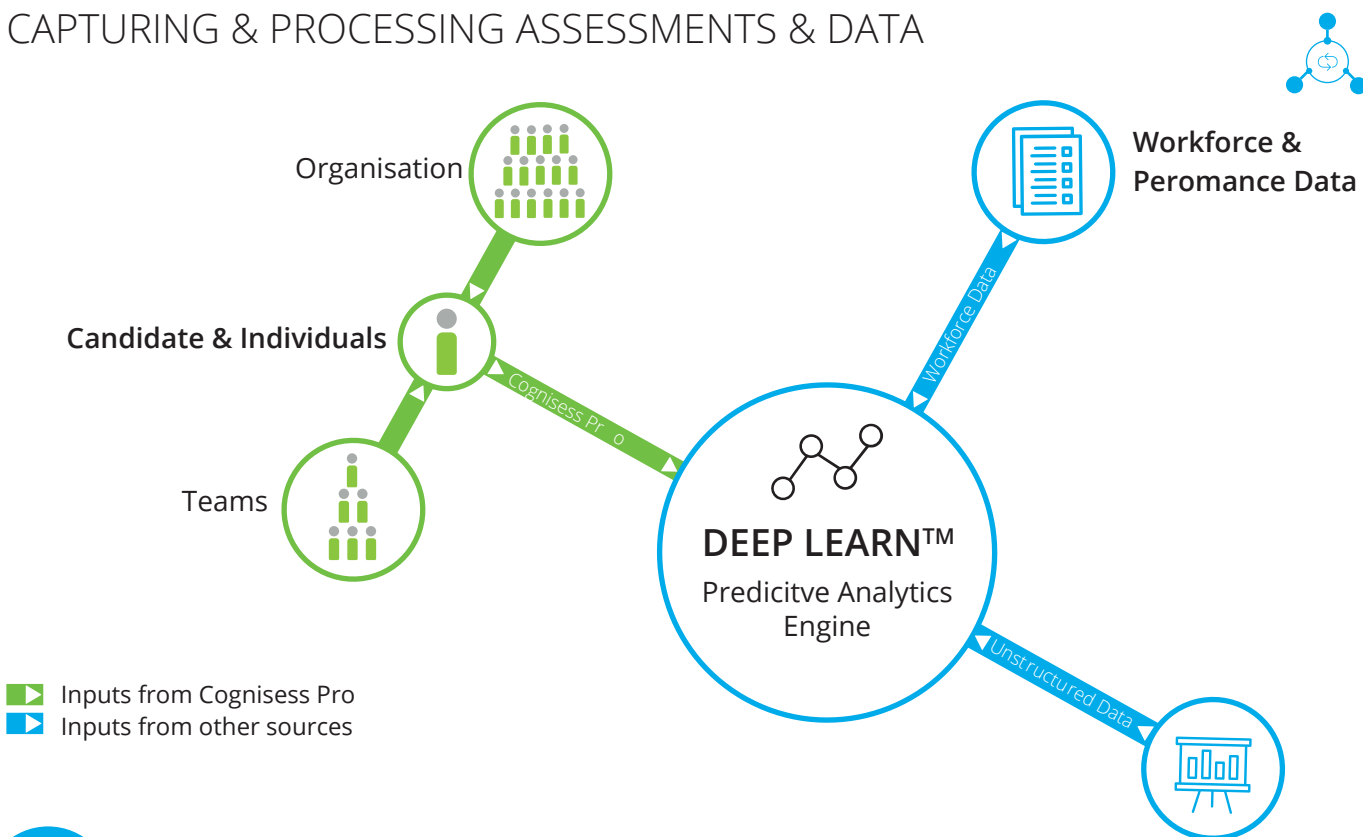
HARNESS THE POWER

Access machine learning & Ai to generate Predictive Analytics For People

Cognisess Deep Learn™ ingests data from the Cognisess Pro Platform as well as other structured and unstructured sources to compile predictive analytics about people and their performance potential.

The more data the system consumes and processes the more powerful its insights and analysis becomes.
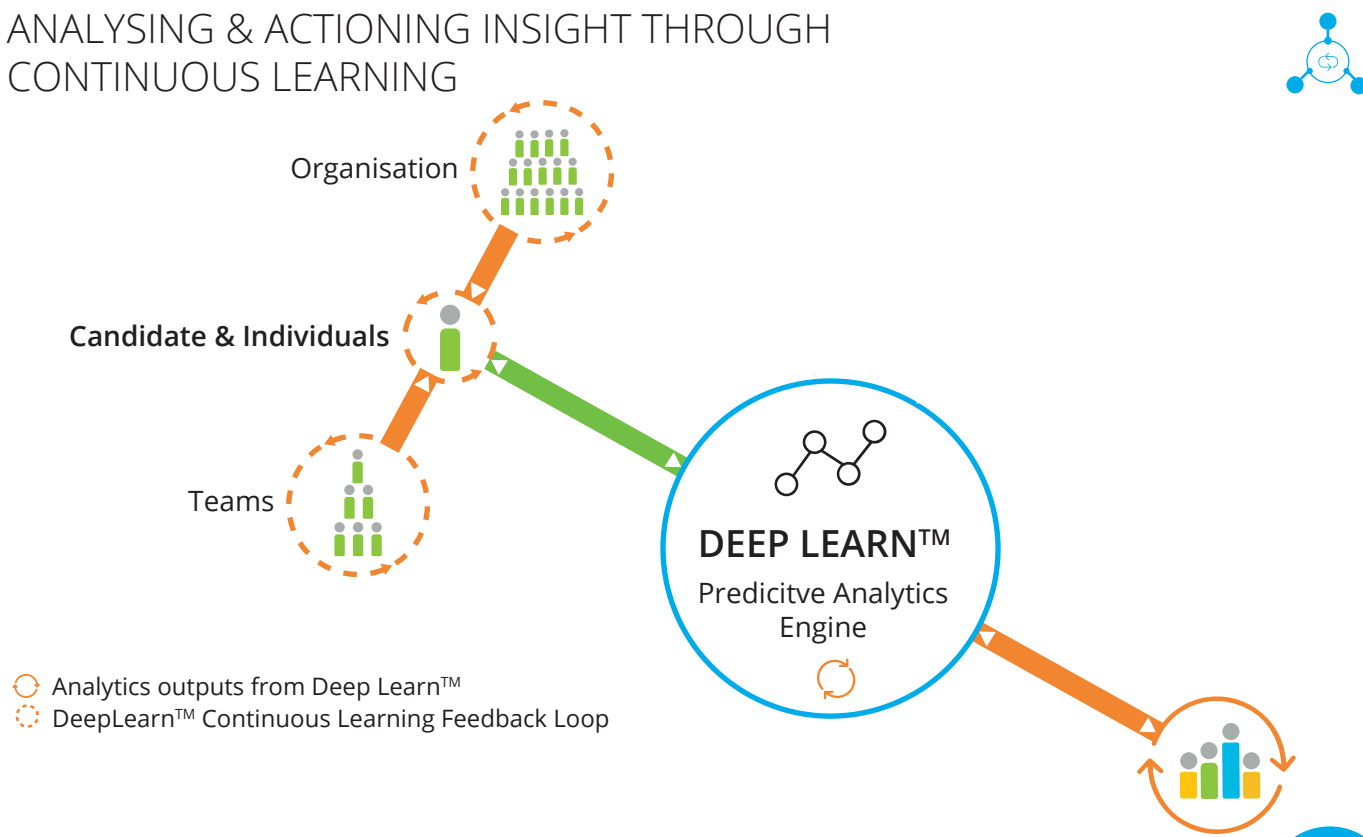
Cognisess Deep Learn™ then generates predictive analytics outputs. These actionable insights can be used to calibrate performance benchmarks and indicators and inform a wide range of people decisions.

Simultaneously, Deep Learn's™ analysis creates several feedback loops internally which inform both its own machine learning understanding of performance data as well as intelligently re-setting the profile calibrations of the assessment tools of what good looks like as a continuously process.

CAPTURING & PROCESSING ASSESSMENTS & DATA

Organisation

Workforce & Peromance Data

Candidate & Individuals

Cognisess Pr o

Teams

Workforce Data

DEEP LEARN™
Predicitve Analytics Engine

Unstructured Data

▶ Inputs from Cognisess Pro
▶ Inputs from other sources

ANALYSING & ACTIONING INSIGHT THROUGH CONTINUOUS LEARNING

Organisation

Candidate & Individuals

Teams

DEEP LEARN™
Predicitve Analytics Engine

⟳ Analytics outputs from Deep Learn™
⟳ DeepLearn™ Continuous Learning Feedback Loop

COGNISESS PRO
CANDIDATE & EMPLOYEE ASSESSMENT PLATFORM

Cognitive performance

Cognitive ability is at the heart of Deep Learn™. Our assessments accurately measure and predict levels of overall cognitive ability, intelligence and particular areas of high performance needed for certain jobs, such as reaction speed or spatial working memory.

Core skills

Certain skills, such as mental arithmetic, spelling, and vocabulary, are set apart from other areas of performance, so we assess these directly. Deep Learn™ will accurately differentiate between poor skill and conditions such as dyslexia, to make the matching as bias free as possible.

Emotion

The ability to read emotional cues can allow people to steer conversations and resolve conflict more effectively, especially in client facing roles. Using images, audio files and self-reports, Cognisess matches individuals with positions that suit their level of emotional responsiveness.

Behaviour

Many aspects of behaviour – including dealing with risk, making business decisions, and driving innovation – are unique combinations of a person's experiences, abilities and skills. Therefore, Cognisess assesses them directly, combining these results with workforce and feedback loop data to predict behavioural patterns.

COGNISESS PRO

What can it capture and assess?

> Over 40 assessments
> 100+ attributes
> Performance appraisals
> Engagement data
> Feedback Surveys

Social Cohesion

Culture fit and personality are predictors of social cohesion, not performance. Deep Learn™ uses culture fit to identify the people who share the same values as an organisation, while personality allows us to predict which team environment would be the most suitable for a person.
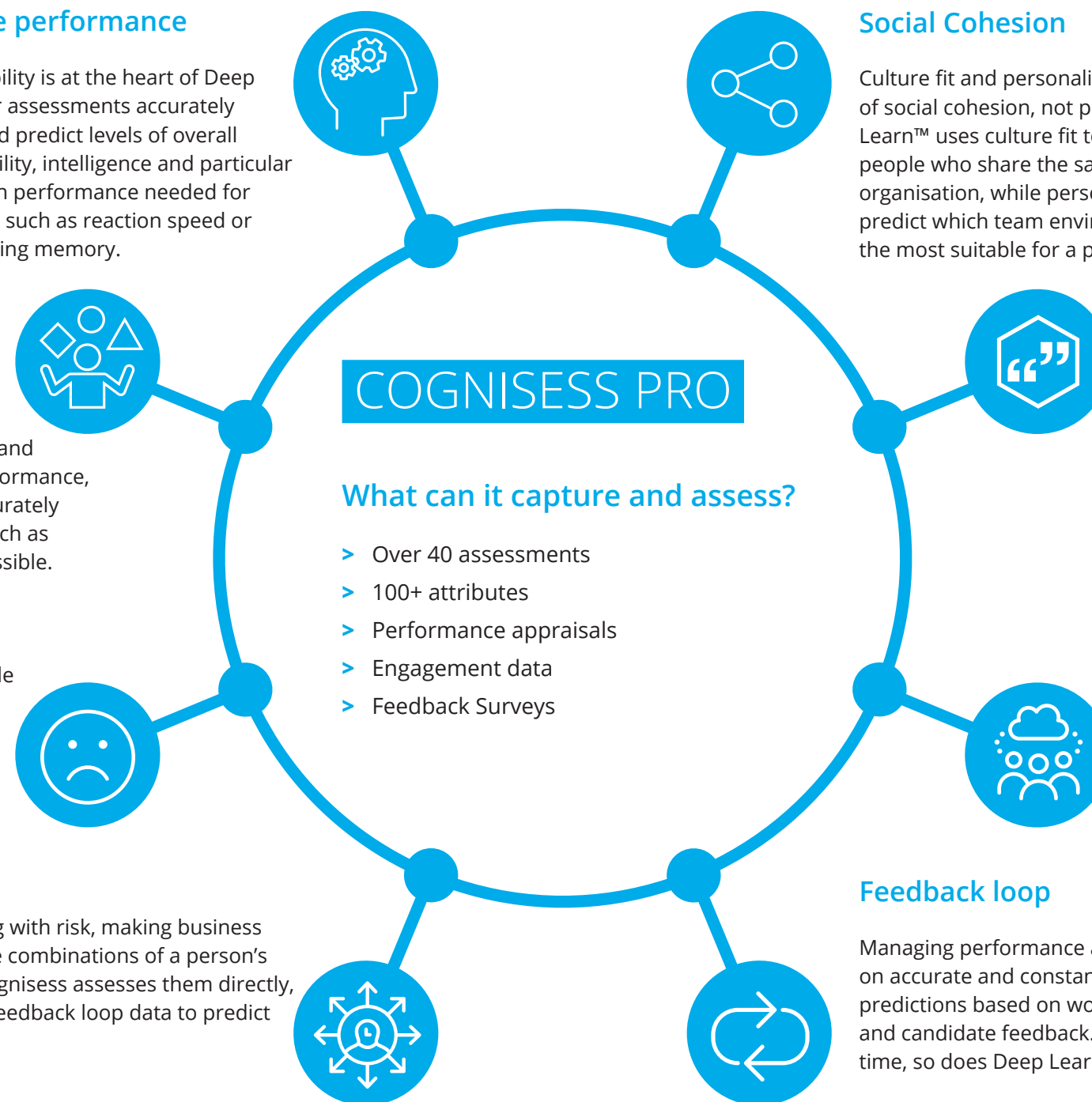
Sentiment analysis

People's descriptions of themselves and their past experiences – and the motivations behind these – tell us a lot about them. Handling textual, audio and visual data, Deep Learn™ can analyse sentiments expressed by candidates in order to match them to the right positions.

Workforce data

Predicting what best looks like can vary from organisation to organisation – even for the same job role. Adding the workforce data of current employees to the data set allows Deep Learn™ to match people not only based on global performance frameworks, but on specific data.

Feedback loop

Managing performance and defining what best looks like relies on accurate and constant feedback. Deep Learn™ adjusts its predictions based on workforce data and manager, employee and candidate feedback. If what best looks like changes over time, so does Deep Learn™.

COGNISESS DEEP LEARN™
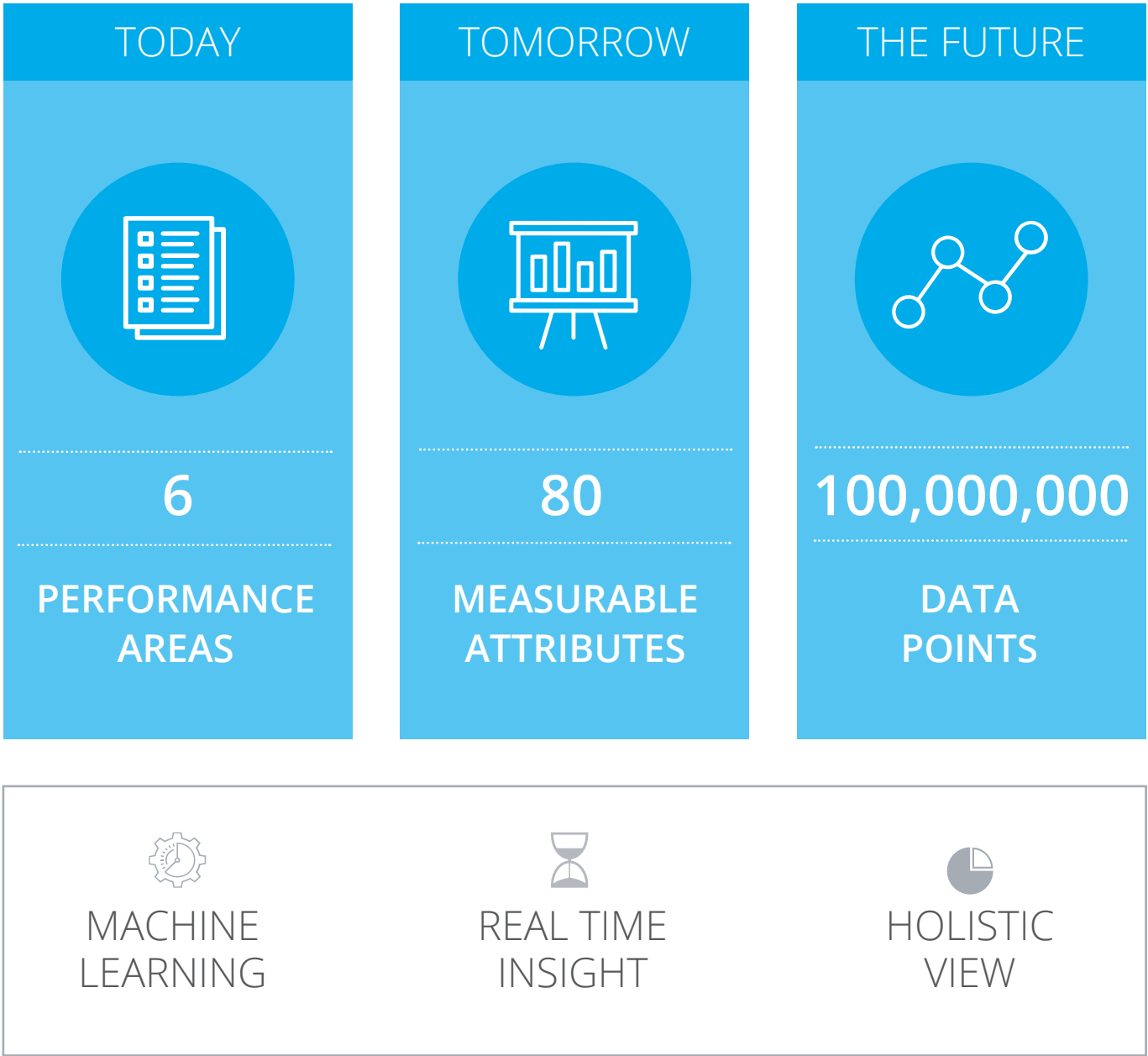
THE SCIENCE & THE SCIENTIST

Dr. Boris Altemeyer

Cognisess' Chief Scientific Officer is Boris Altemeyer, a Business Psychologist experienced in the fields of organisational design, personnel selection and career consulting. Boris has specialist expertise in interpersonal communication, technology acceptance and psychological research methods.

As Head of the Research and Development team, his knowledge and insight ensures that Cognisess remains at the forefront of People Analytics – helping enterprise customers use data and sophisticated analysis to impact on people related issues.

Prior to joining Cognisess, Boris was lecturer in Business Psychology at the University of Westminster. He studied at BiTS Iserlohn, Germany (University of Business Leadership) and later received a PhD in Psychology focusing on 'Technology Acceptance'. Boris is a regular conference speaker and has authored a number of publications and peer-reviewed articles including 'Do Extroverts Make The Best Salespeople?' and 'Re-employment of former employees'.

Before entering academia, Boris enjoyed a career in the consulting and coaching sector. He is BPS Level A & B accredited, a certified trainer for ESAC (Emotional Skills and Competencies) and a member of the ABP (Association of Business Psychologists).

TODAY	TOMORROW	THE FUTURE
6	80	100,000,000
PERFORMANCE AREAS	MEASURABLE ATTRIBUTES	DATA POINTS

MACHINE LEARNING	REAL TIME INSIGHT	HOLISTIC VIEW

CUSTOMERS

Corporate

Cognisess works with organisations to improve candidate selection and employee performance, with a particular focus on customer-facing roles. The Cognisess Deep Learn™ engine supports pre-screening of thousands of applicants in moments based on your requirements, which can include talent benchmarks set by high performing current employees.

Education

Cognisess collaborates with educational institutions around the world to improve student self awareness and create solutions for the employability skills gap. Via our personalised online platform, we support students in understanding their own unique talents and finding fulfilling career and job matches.

01 ASSESS

Profile employees and candidates across 80+ attributes using Cognisess Deep Learn™

02 BENCHMARK

Compare users against pre-defined benchmarks in real time, saving time and money

03 REPORT

View reports and data, circulate to managers and feedback to candidates and employees

04 DEVELOP

Boost performance and develop your people with personalised training and development tools

05 FEEDBACK

Generate user feedback over regular periods to report on progress and update management KPIs

OUR PARTNERS

We work with partners around the world, including leading institutions, cognitive neuroscientists, psychologists and researchers.

COMPANIES WE WORK WITH

We work with a broad range of businesses across all sectors, levels and geographies, to improve recruitment, productivity and organisational design.

Cognisess

Contact

For more information about how
we can help your organisation.

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