

Oracle My Brand

Oracle's My Brand harnesses a wide range of employee contribution, interaction, and feedback to help organizations locate, engage, and retain talent. My Brand provides insight into employee reputation while also helping organizations leverage their employer brand.

AWARENESS AND DECISIONS ON TALENT

Ever wonder what your workforce knows that you don't know? Most organizations pay attention to the skills and competencies they think they need today, but are unaware of other skills and competencies within their workforce that could be essential tomorrow. For many organizations, there is wealth of experience inside their workforce that remains untapped.

My Brand helps organizations discover what expertise is hidden within their workforce and how it is contributing to organizational performance. It also provides your employees with the information and means to understand their reputation and how to improve it.

My Brand provides organizations and their employees the knowledge and insight into these important areas of workforce analysis through these features:

- **Employee Reputation.** My Brand measures the connections, activities, and impact of workers through various collaboration and feedback tools and provides the results through visualizations that show reputation trends and workforce role analysis. It also provides actionable feedback and suggestions for employees.
- **Talent Search and Discovery.** Searches a wide, extensible set of sources of rich talent profiles and reputation and provides organizations the information to discover and promote internal talent and suggest potential talent that fills out project or team needs.

These features in turn help organizations, managers, and employees improve the following:

- **Hiring and Assignments.** People and teams with higher reputations are considered more valuable and effective workers. Employees with high reputation can benefit your employer brand as well as have high credibility when referring candidates.
- **Training and Development.** Reputation trend analysis can impact program decisions regarding training offerings. Worker reputation impacts development plans and goal choices.
- **Finding Hidden Talent.** Managers can discover hidden talent and skills amongst employees based on a combination of profile and reputation information. Employees can improve their personal brand and accelerate their career development.

Key Features

- Measure reputation across multiple sources
- Trend analysis provides insight to reputation-building actions
- Communicate employee value to organizations

ENGAGE AND DEVELOP TALENT

My Brand provides a clearer picture of how individuals are viewed by their peers and communities across a wide range of technical and soft skills, reputation metrics, as well as identifying the types of workforce roles they perform. This information is less subject to individual bias and can impact development actions and critical decision making. Knowing an individual's reputation and workforce roles enables your organization to better predict how well their capabilities and behaviors will have a positive effect on desired business outcomes. Many positions that have the highest impact on overall business performance are dependent on that individual's reputation and the roles they perform within their networks.

In addition, reputation measures and workforce role analysis offer a very tangible source of feedback for workers, providing them with actionable insight that helps them develop themselves and their careers as well as see the effectiveness of those efforts by tracking changes over time. My Brand also provides assistance in various ways including matching employees to mentors who can help them develop their reputation and focus on desired workforce roles, providing learning and volunteering suggestions, and presenting questions asked by their colleagues on particular topics.

TALENT SEARCH AND DISCOVERY

My Brand helps you gain knowledge about talent that might otherwise be hidden. By leveraging access to individuals' profiles, reputation measures, and workforce roles, My Brand provides you with a more complete picture of their knowledge, skills, and contributions to company performance. This more complete information helps find the right talent, perhaps previously hidden within your organization, to fill roles and staff projects, enabling your company to react better to changing conditions, and to take better advantage of opportunities as they arise.

Key benefits

- Improve hiring and assignment decisions
- Credible measure of skills
- Discover hidden talent through reputation-based suggestions
- Promote and retain top talent
- Improve training and development opportunities

Oracle's My Brand takes the wide range of disparate data about your workforce being produced across various social media platforms and transforms it into accessible, relevant, and actionable information that helps your organization achieve its desired business objectives.

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