

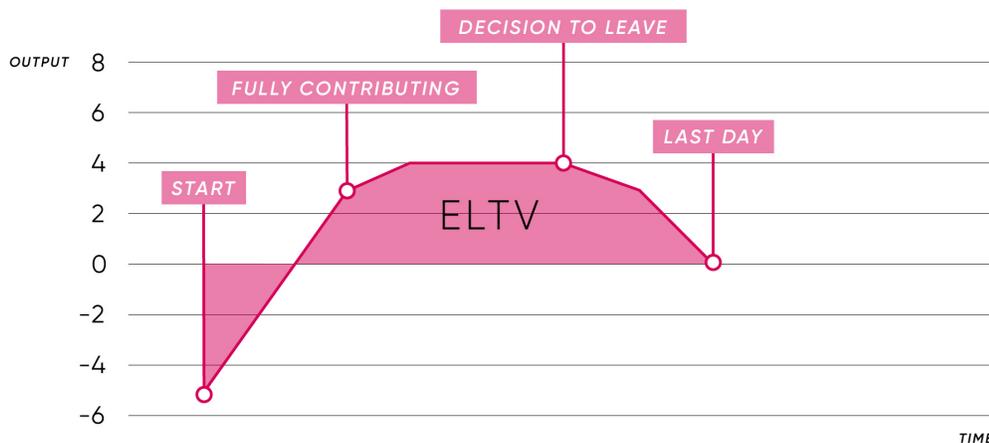
ELTV: Measuring The Impact of Better People Practices

In any enterprise, it can be a challenge to justify making investments that don't immediately tie to revenue. For many HR and People Ops professionals, justifying spend on initiatives like onboarding, employee engagement, or other so-called "soft" services can be an uphill battle. Fortunately, there's a tool that people-focused folks can turn to that easily demonstrates the impact of their actions on the most critical capital any company holds: human capital.

Employee Lifetime Value (ELTV), defined and articulated by Maia Josebachvili in 2017, is a game-changing tool for people professionals. ELTV makes it easy to visualize the net impact an employee brings during their tenure. It's particularly brilliant because it transcends roles, and doesn't require any actual dollar amounts or numbers to be effective. Rather than try to distill complex and nuanced capacity into hard figures, ELTV reminds us that the ultimate goal is simply to maximize the overall value, and highlights various inflection points where impact goes furthest.

Josebachvili identified four points in the employee lifecycle that have the most effect on the value that individuals can bring to their company. At the **Start**, they actually have negative value to the organization as they're not yet ramped up and significant resources are being allocated to hire, onboard, and train them. Eventually, they'll reach a point at which they are **Fully Contributing** and hit a performance plateau until they make the **Decision to Leave**. At that moment, their performance will generally decrease until their **Last Day**.

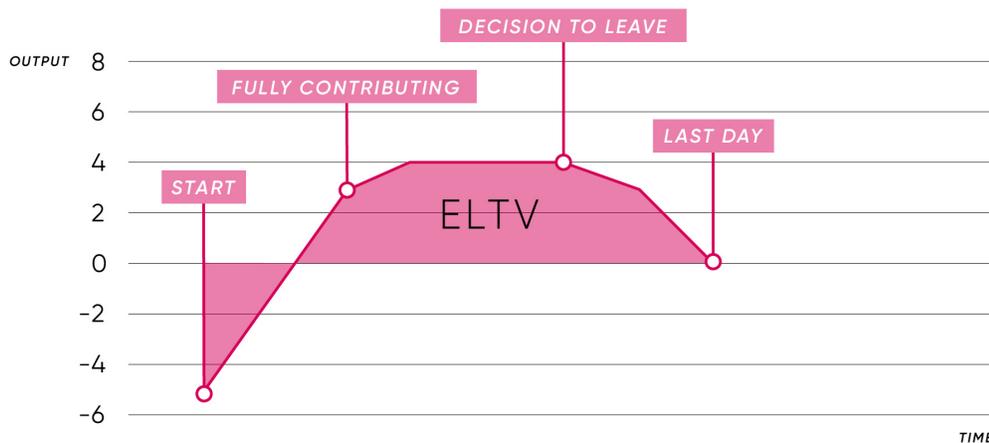
EMPLOYEE LIFETIME VALUE



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Visualizing relative value this way means that regardless of actual numbers, the goal remains to maximize the area under the curve. People professionals can do this by impacting the four inflection points through, either direct action or with the help of technology. A tool like Sift, for example, can impact ELTV at each critical juncture in the employee lifecycle.

EMPLOYEE LIFETIME VALUE



How Sift Increases ELTV

- › Sift accelerates onboarding and helps ramp up new employees faster by providing them with easy access to critical internal knowledge like who does what, who reports to whom, and who has the skills and expertise to help with problems and projects.
- › Sift helps recruiters make better hiring decisions with instant visibility into the skill breakdown and structure of teams and departments. Quick snapshots of headcount balance and the capabilities of existing players allow for better business recommendations and talent placement. Sift is also a godsend to internal recruiters, who can quickly identify ideal inside candidates through advanced filtering.

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- › Everyone has skills and experience that may lay unused in their current roles. Sift brings all of that information into a single search bar, which means that hidden talents can be leveraged and developed. This equals more opportunities for team members and higher value from employees for the organization.
- › A connected culture is a strong culture. Sift not only assists from a professional development standpoint but helps communities develop and flourish. Team members can easily search for folks with common backgrounds or interests, discover mentors and gurus, and understand where they fit into the social fabric of their enterprise.

There's no silver bullet when it comes to great people practices, but even light lifts can have incredible impact. Sift is a lightweight enterprise tool that democratizes people information and pulls in data from disparate systems into a single search bar that everyone in your organization can leverage. Amplify the experience and value of every team member by empowering them with Sift.

How connected is your organization?

→ **Take our quick quiz to find out.**

Talk to us today to keep your teams connected and collaborating!

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