

EVE SAGE-GAVIN ON WORKFORCE DATA

VIDEO TRANSCRIPT

Eve Sage-Gavin: Just because we can collect workforce data, should we?

Screen: The question of trust, data, and the digital workplace.

Eve Sage-Gavin: Our new research shows that losing the trust of employees can result in significant damage to financial performance. Organizations are concerned by ethical challenges: should you track employees' health? Or online activity? Should you seek consent every time you collect their data? How do you make sure artificial intelligence doesn't produce biased outcomes? And who owns the data? The employer? The employee? Or is it a shared responsibility?

Screen: When we share responsibility, we share the benefits.

Eve Sage-Gavin: So, we recommend three areas of action. First, give your people more control over their own data to build trust. Second, revolutionize governance by replacing top-down approaches with genuinely shared responsibility. And if companies can use workforce data to improve the lives of their people, they can boost creativity, productivity and long-term business results. The responsible use of workforce data is not just about mitigating risks, it's about elevating employee trust to levels we've never previously seen before.