

# UNLOCK POTENTIAL

BETTER TOGETHER  
BETTER RESULTS

Whether it's navigating rapid change, skills development at scale, or aligning talent strategy with business goals, HR's plate has never been more full. This means true talent transformation can't take place without the right approach, know-how and tools.

That's why Korn Ferry and Workday teamed up to create a smarter, more connected way to develop talent. Together, we help you unleash potential by aligning everything you do to a single, data-driven picture of excellence.

## Talent insights – right where you work

Imagine knowing exactly what “great” looks like in any role and then finding and nurturing the talent to match. That's the data that sits inside a Success Profile.

Korn Ferry's Profile Manager unlocks access to thousands of best-in-class live profiles – profiles we update and benchmark for you – and our integration connects them directly into Workday.

## SUCCESS PROFILES

Success Profiles go beyond technical skills and look at the whole person. They define:

- **What you do:** Role responsibilities, complexity, and impact.
- **Who you are:** Where energy at work comes from.
- **How you work:** Observable traits, skills, education, and experience.



## INTEGRATION BENEFITS

### Job Profiles

Success Profiles populate your job profiles in Workday, creating a blueprint for every talent decision.

That's a blueprint that tells you what "great" looks like in recruiting, performance, and development – backed by benchmarks and science.

### Recruiting

Create faster, more accurate job definitions and descriptions to guide hiring decisions and identify the right talent for the right roles.

### Performance

Connect performance conversations to proven guidelines and measures of success to help your teams achieve their best.

### Development

Align development opportunities to a pervasive language of talent to build intuitive, complementary career paths for employees to improve, pivot and thrive.

**THAT'S YOUR ENTIRE  
BUSINESS WORKING  
SMARTER**

Success Profiles don't just provide clarity – they embed Korn Ferry's intelligence and insights directly into Workday. Insights from:

- One of the world's largest data sets of norms and benchmarks, including over **7 billion data points** from organizations in **150 countries**.
- Decades in the industry working with three-quarters of Fortune's Best Companies to Work For and 80% of the world's top-performing companies.

Simply put, no one knows the science of talent better than us.

#### About Korn Ferry

Korn Ferry is a global organizational consulting firm. We work with our clients to design optimal organizational structures, roles, and responsibilities. We help them hire the right people and advise them on how to reward and motivate their workforce while developing professionals as they navigate and advance their careers.