



Abstract for the 13th INSME Annual Meeting

Session II

Digital Technologies as a Catalyst for International Growth and Productivity

**From the 15th to the 17th of May 2017
Puerto Vallarta - State of Jalisco, Mexico**

Mr. Chuck Russell

Chairman & CEO

BestWork DATA

United States of America

One of the most extraordinary applications of digital technology is the ability to effectively manage human capital, so as to optimize the overall strengths and talents within any business. Today it is possible to accurately and reliably measure the hard-wired personality traits and cognitive abilities of people. That DATA can then be used to put people into the right jobs; assemble teams that work well together; develop people to their fullest potential; and ensure the capabilities of businesses to deliver their goods and services profitably. Across the world, people seek to be in jobs that offer them success. Enterprises seek to hire the best workers. At its best, traditional methods too often fall short of this. Imagine that the guesswork goes out of hiring. Imagine that communication among people increases dramatically as each person recognizes the values of the other people. This is the core of trust, and it can be the foundation of a new era in business across the world.