

Are your people focused on the right things?

Activity Analysis gives leadership teams an evidence-based view of how work really happens, where skilled people are focused today, what it costs, and what to stop, redesign, or automate first.

Leaders can see outputs, functions, tools, and budgets. What is much harder to see is how skilled time is actually being used day to day and whether people are focused on the right things. Without that visibility, it is difficult to redirect effort onto higher-value work with confidence.

See current focus

Understand where effort is concentrated today across work that matters and work that does not.

Quantify the drag

Translate inefficient workflows into visible cost concentration and recoverable capacity.

Change what happens next

Decide what to stop, redesign, or automate first based on evidence rather than assumption.

THE LEADERSHIP CHALLENGE

Without visibility into focus, it is hard to change focus deliberately.

Most organisations underestimate how much skilled effort is absorbed by recurring coordination, fragmented workflows, duplicated communication, and low-value admin. The issue is often not effort. It is that capable people are focused on the wrong things too often because the operating model makes that hard to avoid.

WHAT LEADERS NEED TO KNOW

- What are our people really focused on today?
- Which workflows absorb skilled effort without creating enough value?
- Where is attention leaking away from higher-value priorities?
- What should we stop, redesign, or automate first?

Activity Analysis turns hidden work patterns into something leaders can act on.

QUESTION 01

Where is skilled time actually going?

See how effort is distributed across workflows, activities, and value bands.

QUESTION 02

Are people focused on the right things?

Identify where capable people are spending time on work that should not require their attention.

QUESTION 03

What is that costing us?

Translate time loss into cost concentration and recoverable capacity.

QUESTION 04

What should we change first?

Use evidence to decide what to stop, redesign, or automate before making larger bets.

WHAT ACTIVITY ANALYSIS GIVES YOU

A clearer picture of current focus, cost drag, and recoverable capacity.

Activity Analysis is a practical way to understand how work happens in reality, not just how it is supposed to happen. It gives leadership a clear basis for shifting focus onto higher-value work.

Observed work mix

Cost concentration

Leakage map

Priority opportunities

Current focus mix



Typical early signals

REPORTING LOOPS	Cost drag visible
REDUNDANT MEETINGS	Focus dilution
APPROVAL CHURN	Slow execution
TOOL SWITCHING	Fragmented attention

WHAT ORGANISATIONS OFTEN DISCOVER

Once work is measured, common patterns become obvious.

Recurring meetings

Meetings often substitute for process clarity and absorb capacity that should stay on higher-value work.

Reporting and admin drag

Expensive skilled time is frequently consumed by status updates, pack preparation, and manual coordination.

Duplicated communication

Updates are repeated across systems and channels without creating additional value.

Workflow fragmentation

Attention is broken up by handoffs, approvals, and workarounds between tools and teams.

The issue is rarely effort. It is that capable people are focused on the wrong things too often. Once leadership can see where focus is going today, it becomes much easier to redirect effort onto higher-value work.

WHY THIS MATTERS FOR AI

AI and automation only create value when they are aimed at the right work.

Many organisations start with tools. The better starting point is focus. Before deciding what to automate, leadership needs to understand where attention is being spent today, which activities truly need skilled judgement, and which work should be redesigned or removed altogether.

WHAT THE OPPORTUNITY REPORT ADDS

Separate what to act on now from what to defer or ignore.

The Opportunity Report converts observed work patterns into a ranked opportunity stack. It helps leadership distinguish strong AI and automation moves from attractive distractions, with clearer logic on return, feasibility, and execution fit.

Practical delivery, not consultancy theatre.

STEP 01

Observe

Lightweight deployment captures work-pattern metadata across participating teams.

STEP 02

Classify

Observed activity is grouped into workflows, activity types, and value bands.

STEP 03

Quantify

Leadership sees where focus sits today, what it is costing, and where capacity can be recovered.

STEP 04

Prioritise

Outputs highlight what to stop, redesign, or automate first.

Designed for team-level productivity analysis, with configurable controls.

Team-level view

Designed to understand work structure and focus, not rank individual performance.

Configurable capture

Consent prompts, visible indicators, screenshot settings, and redaction can be tailored by deployment.

Governance options

Sensitive-app blocking, keyword controls, retention settings, and purge policies support internal requirements.

WHAT THIS IS NOT

A practical way to see where effort is going, not another abstract transformation exercise.

Not a generic AI deck

This starts with real work patterns and operating friction, not broad trend commentary.

Not employee ranking

The purpose is to understand how work is structured and where focus is being lost across the team.

Not a heavy integration project

It is designed to produce evidence quickly without a major upfront systems programme.

The next step is to see your version.

If this resonates, the best next move is to request a tailored sample based on your business. We will create a tailored sample showing the kinds of insight Activity Analysis can surface for your teams, workflows, and priorities.

[Request tailored sample](#)

[View sample report](#)

Prefer to talk it through? Book a discovery call.

Useful to share with operations, transformation, digital, or leadership stakeholders considering how to improve focus and recover capacity.