

getCREDIBLE White Paper

Rationale

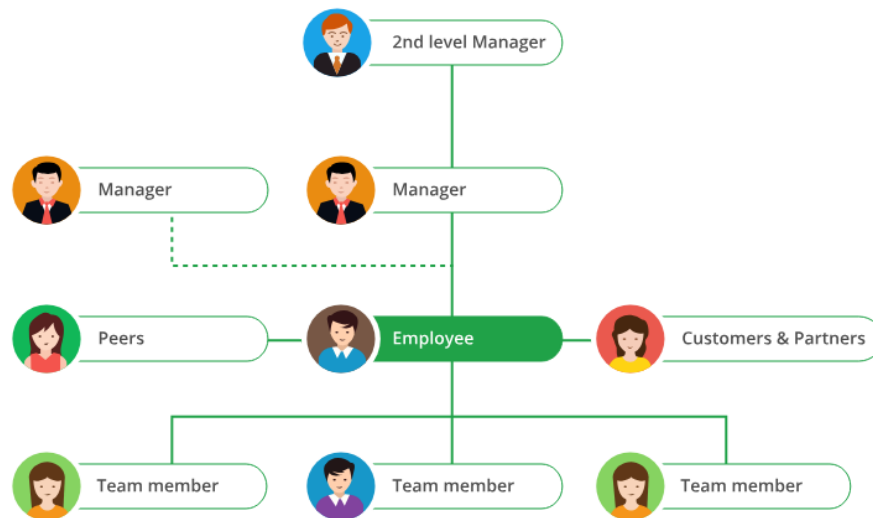
Assessing an individual's performance and monitoring it over time has been a trivial and unrecognized process, yet extremely crucial. Both organizations and individuals themselves, rely on methods to assess how well they are at a particular skill or job in order to work on necessary course corrections. However, the methods and tools used to achieve this have not changed in decades, and remain flawed in many ways.

As a professional, there are two options to demonstrate their skills and suitability for a job which is through a traditional resume or a digital profile like LinkedIn. In both options, content is self-portrayed and there is hardly any visibility into how their colleagues believe and perceive the professional skills of this individual. Tools like LinkedIn endorsements provide a view of the individual's professional skills, however, it is still solicited and handpicked to ensure that only the best comes out and it is often far from reality. This narrow snapshot view does not give a comprehensive view of how other professional colleagues feel about this professional and more importantly it does not give a timeline-based view to show if this individual is a consistent or erratic performer over the course of a year.

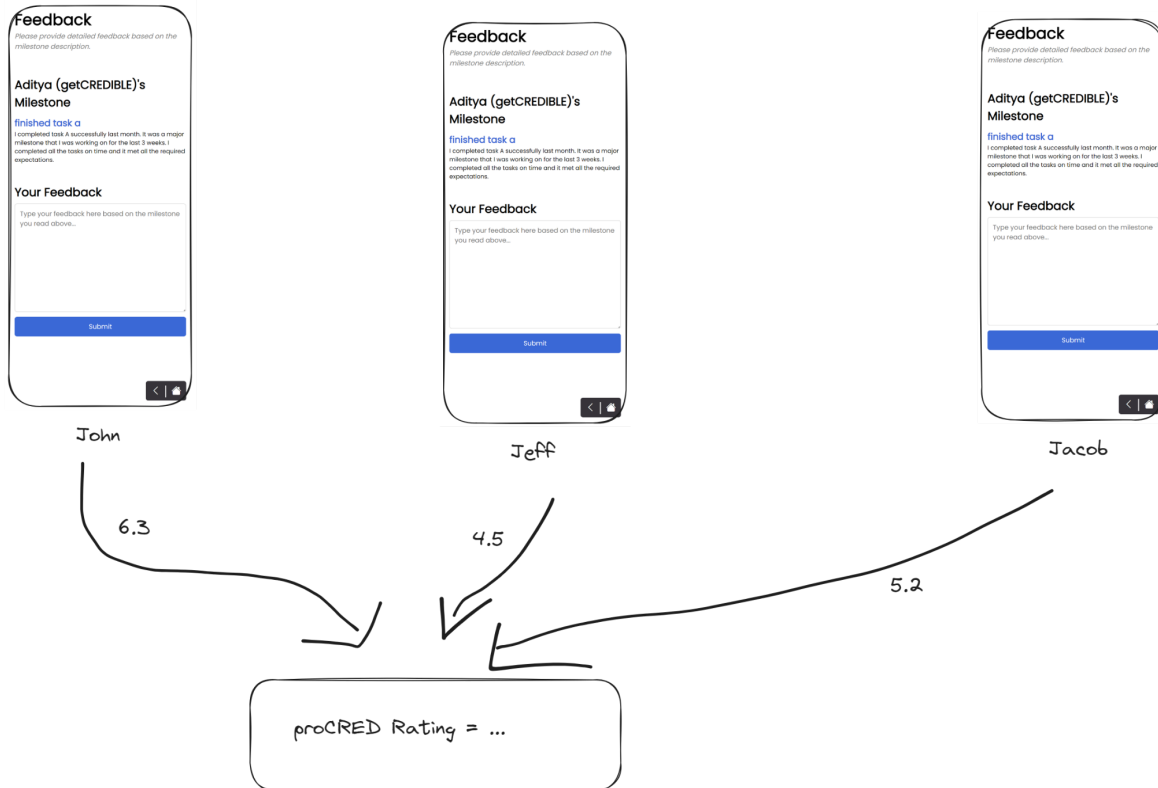
For corporates, testimonials, references and case studies are the most common ways for establishing credibility. Reference checks are an important step in a deal decision process, however in most cases they are highly managed and manipulated where the person who is selected to give a reference is prepped heavily to convey a favorable message. This reference is also one person's opinion and does not give a holistic picture of stakeholders at different levels. For example, if a CIO gives a good reference on behalf of Company X, it does not represent views into how other development managers, directors and VPs feel about Company X during the course of project execution over 12 months.

A new process

At getCREDIBLE, we believe that measuring performance on a continuous basis is as important as its credibility. With today's modern tools, a new solution is required in order to create a transparent view into an individual or organization. Achieving this would eliminate unnecessary fears of doubt and will enable dedicated professionals to finally get an upper hand over their peers trying to game the system.



The first step towards achieving this goal is to ensure feedback is collected from an individual's entire ecosystem. Everyone who may influence or depend on the individual in concern is vital towards determining his/her performance. This 360° view eliminates most of the bias of a one-directional feedback system. However, it is still not immune to solicitation.



To counter this, we have utilized a Machine Learning (ML) based method known as Sentiment Analysis to process each individual's feedback and generate a score. This score gives an approximate measure of how positively or negatively the feedback was. This process is conducted on every member of the individual's ecosystem. Once we have generated scores for every member of the ecosystem, we conduct certain statistical analyses to detect anomalies or outliers. This will help identify any individual who has acted maliciously and purposefully provided an untruthful feedback. Then, after eliminating these anomalies, a final rating for the individual can be provided that will serve as a measure of his performance. This singular rating enables us to measure performance without sacrificing credibility.

Certain points to note are the fact that feedback provided by members of the ecosystem, will always remain anonymous and private during this entire process. This is to ensure that individuals do not read feedback that they don't agree with and pressure the authors of the feedback.

However, we also believe that a single number is not what defines a person. What makes this process effective is that it can be efficiently conducted on a regular basis to produce a timeline-based view of a person's performance. This would give us a view into whether a candidate is consistent or not.

Additionally, the most important requirement of appraisals is improvement. Identifying problem areas so that improvements can be made is vital. To enable this, we have devised a system to generate a summary of the collection of feedback received by an individual's ecosystem using Artificial Intelligence (AI) tools like Large Language Models (LLMs). This summary can be shared with the user for them to understand their feedback and begin working forwards. This way the anonymity of the feedback is preserved so that we can prevent solicitation.

A new era

We truly believe we need to start seeing a change to the age-old techniques still in use today. We have implemented a fully feature-complete product that you can use today at getcredible.pro. Please share this paper and share your feedback. This is a modern system without the constraints of multiple choice questions, or fear of being penalized for being honest. We truly believe we can make a meaningful contribution to multiple industries as we establish professional credibility in a way that hasn't been done before.

– getCREDIBLE Team

Jun 18, 2023