Bersin offers leading research content, expert analysts and advisors, and analytic tools, all founded in practical, actionable research into leading human capital practices. We develop and align our content and services to help address real-world challenges that human capital leaders and HR professionals face everyday.

As a Bersin member, you’ll be equipped to lead on workforce issues, navigate complex business problems, and, ultimately, drive exceptional business performance.

Can HR forge ahead in a disrupted and evolving business world? We say “absolutely.” Bersin provides the HR services, insights, and tools needed to predict trends and drive business decisions.

**Introducing Bersin**

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**The power of Bersin insights**

1. Proven research methodology built on industry leading benchmark studies, maturity models and frameworks
2. Ability to interact with leading HR experts, member advisors, peers and Deloitte’s global network
3. Tools to stay ahead of disruptions and drive business decisions

“I think that if you are in HR transformation, the research that Bersin gives you is fundamental to planning.” - Larry McAlister, VP Global Talent Management, Equinix, Inc.
Our **digital platform** allows you to dynamically identify solutions, connect concepts, and bookmark favorites. Our full range of products includes:

**Bersin Membership**
Access to proprietary human capital research, maturity models, diagnostic tools, benchmarking, and advisory support. Connect with thousands of industry peers and human capital experts through our global Bersin community.

**Bersin Analytics & Benchmarks**
Build your organization’s capabilities and skills with our maturity diagnostics, assessments, peer benchmarking, and action plans to address today’s toughest and most urgent HR, talent, and learning challenges.

**BersinLive**
In-person or virtually, subject matters experts and advisors can answer your questions, help assess your current state, enable the future state you aspire to, and apply our research to your strategy. Our experts can bring their insight and co-facilitation to your labs, sessions, and more.

**Bersin Solution Provider Services**
For HR Technology providers, align your products and services with our insights and thought leadership on today’s top HR issues. Bersin can help refine market positioning, inform product strategy, and support sales effectiveness.

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**Start the conversation**
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