The Bersin platform provides a suite of integrated research, high-impact tools, and Advisory services designed for all levels of your organization. Senior leaders use it to help refine and guide strategy while Practitioners, build skills to stay informed and lead on workforce issues. The platform can certainly be helpful to build capability, community, and credibility within your teams and across HR and the organization.

How to Access Online Resource

Each user will need to register using the information below:

1. Click Register Now/Member Login
2. Enter your UC location email address
3. Create a password
4. Follow instructions to verify your email and finalize your registration

Current members can use the following link to reset their password reset your password

The Membership Delivers:

- **High-Impact Research & Industry Studies** – Develop deep knowledge and insights about HR topics with our market-leading research.

- **Interactive Benchmarking Tool** – Powerful tools that use data visualization technology to enable you to benchmark your practices and expenditures against high-performing peers based upon industry, size, and maturity levels for key HR metrics.

- **Scorecards & Rapid Assessments** – Research-based diagnostics and maturity assessments integrated with business feedback deliver actionable custom analysis, relevant research resources, and experienced guidance from Bersin Member Advisors.

- **Member Advisors** – Specialized advisors with deep knowledge and skills to answer questions and provide insights related to the research, deliver virtual presentations, and guide Bersin members through action plans that map tailored solutions to their organization’s challenges.

- **Support Materials** – Illustrations, templates, worksheets and assessments to help promote thinking, facilitate discussion, enable self-assessment, direct processes and aid decision making.

- **Networking & Events** – Educational opportunities, webinars, and discussion groups for HR leaders and their teams on strategic issues.