

Data-driven HR

How to increase the strategic impact of HR using data

What employees do we need and what people should we hire to make sure they stay in our company? What employees leave us the most often and why? What aspects of employee experience need to be improved to have a positive impact on the employees' engagement and performance? All good HR managers ask themselves the same questions. And the answers can be found using HR analytics.

What is HR analytics? It is a systematic search for relationships between employee data on the one hand and data related to the company's business and strategic goals on the other. And these relationships can be used in making decisions on how to optimally set up HR processes so that they have a positive impact on the company's ability to fulfil its business and strategic goals. The objective of HR analytics is not to replace the HR manager's judgement, but to support them in their decision-making and improve their efficiency.

During the **one-day HR analytics workshop** you will obtain all the information necessary to successfully set off on your journey to data-driven HR and increase the probability that your decision will lead to a higher return on investments in your employees.

What topics will we tackle?

HR analytics, its methods and metrics

- What HR analytics is and what it is not, and what are its various levels?
- What data sources do we usually work with in HR analytics projects?
- What analytical procedures are used in the analysis of available data?
- What are the characteristics of meaningful HR metrics and the dashboards and reports built on them?

HR analytics in practice

- How can HR analytics be applied in the optimisation of HR processes such as hiring and selection of employees, onboarding, career development, training, remuneration, performance management, talent management etc.?
- What case studies can be used as inspiration for the realisation of your own HR analytics project?

Where and how I can start

- How to create a business case for an HR analytics project?
- How to put together an HR analytics team?
- How to effectively manage an HR analytics projects – what are its individual phases and what obstacles are you likely to encounter?
- How to make sure that the HR analytics project will have a real impact on the company's operation and will not "fizzle out"?
- How to develop the HR analytics function in the company?

What will you get out from it (among other things)?

- Knowledge of basic data sources, types of data and analytical procedures used for their analysis in HR analytics projects.
- Overview of data and information technology that is useful during the implementation of HR analytics projects.

- Overview of the most frequently used HR metrics mapping the efficiency of basic HR processes in the organisation.
- Guidelines on how to strategically approach the selection of HR metrics that will be regularly monitored in the company.
- Detailed guidelines on how to calculate the business case for an HR analytics project.
- Overview of roles and competencies that are key for a successful realisation of HR analytics projects.
- Methodology of HR analytics projects from A to Z.
- Case studies with detailed descriptions that can be used as inspiration during the realisation of your own HR analytics projects.
- Description of the steps of introducing the HR analytics function in the company.
- Information on your company's readiness for implementing HR analytics and an overview of immediate steps that will move your company forward in this respect.

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