

SHRM People Analytics Specialty Credential

Talent is the largest, most significant, ongoing investment made by successful organizations. However, most people decisions are made based on intuition and instinct. With the amount of information available in today's workplaces, HR professionals are now able to leverage people-related data and analytics to drive business decisions and make data-based recommendations. By earning a SHRM People Analytics Specialty Credential, HR professionals can begin their journey into the field of people analytics, investigate relevant, real-world business issues, and effectively communicate data-supported findings.



How to earn the SHRM People Analytics Specialty Credential

When you purchase the [SHRM People Analytics Specialty Credential](#), your learning package includes all of the following components:

1. **People Analytics: Foundational Data Literacy Pre-Seminar** – this eLearning must be completed prior to the People Analytics Program.
2. **People Analytics: Taking Data-Driven Action Program** – select the program that works best for you.
3. **Two People Analytics eLearning courses** – as your schedule allows, complete the two People Analytics eLearning courses:
 - People Analytics: The Metrics Behind People Analytics
 - People Analytics: Understanding Your People Data
4. **People Analytics Knowledge Assessment** – once the instructor-led program and all eLearning courses are complete, successfully pass an online, People Analytics knowledge assessment.

Upon completion of all components and passing assessment, you will earn 22 PDCs total along with your certificate of achievement and digital badge. Be sure to add your SHRM Specialty Credential achievement to your resume, signature block, and social media profiles to validate your credibility and demonstrate your dedication to the industry.

Instructor Led Program (in-person or live online)

- **Title: People Analytics: Taking Data-Driven Action**

In today's organizations, talent is the most significant investment, yet most people-related decisions are made in the absence of hard data. In this interactive course, you will learn how to use a people-analytics plan to propel the analytics program in your organization. You will explore the analytics maturity model and discover the importance of leveraging strategic partnerships to build your organization's analytics potential. Also, you will become equipped to take a greater leadership role as you begin using analytics to influence your organization's goals and provide decision-makers with greater insight into workforce related issues.

Program Objectives:

- Identify organizational problems that can be addressed through people analytics
- Explore quantitative and qualitative tools and methods
- Analyze a sample data set using the people analytics project framework
- Use storytelling to elevate organizational insights

eLearning Components

- **Title: People Analytics: Foundational Data Literacy**

Wondering how to get started in people analytics? This module provides foundational knowledge for anyone new to the world of people analytics. Get ready to broaden your knowledge in the common topics and terms of people analytics and discover how they are commonly used by analytics professionals. This module also provides suggestions on how to upskill others within your organization.

Learning Objectives:

- Define the common language used by data scientists and analysts
- Establish foundational knowledge related to data literacy
- Identify methods for broadening data literacy in your organization

- **Title: People Analytics: Analyzing People Data**

The Analyzing People Data module will explain quantitative and qualitative data from a people analytics perspective. Learn why and when you should use the different types of data and how you might combine data for a more well-rounded exploration of a topic. Explore an interactive example of people analysis using both kinds of data.

Learning Objectives:

- Distinguish between quantitative and qualitative data and methods of analysis
- Identify the types of data that should be used with common people issues
- Integrate qualitative and quantitative data related to the same people issue