

People Analytics: Taking Data-Driven Action

Intended Audience	Mid-Level	Delivery Options	2-Day In-Person 4-Week Virtual (Onsite or Seminar)
HR Competencies	<ul style="list-style-type: none">• Communication• Critical Evaluation• HR Expertise (HR Knowledge)	Recertification*	SHRM: 15 PDCs

Who Should Attend?

Individuals seeking foundational knowledge to understand and analyze people and business data, obtain insights, and make data-driven recommendations and decisions.

Program Overview

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

This program is designed to provide you with the knowledge and skills necessary to:

- 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



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Program Modules

This program includes the following modules:

- **Module 1: Introduction**
 - Welcome
 - SHRM competency model
 - Agenda
 - Learning objectives
- **Module 2: The People Analytics Overview**
 - Defining People Analytics
 - The People Analytics Journey
 - Metrics vs. Analytics
 - Activity: Metrics vs. Analytics – The Business Case
 - Analytics Maturity Levels
 - Analytics Maturity Levels Scenario
- **Module 3: The People Analytics Project Framework: Step 1**
 - The People Analytics Project Framework
 - Background – Hitting the Wall in HR Measurement
 - Background – The “LAMP” Model
 - Getting to Know the Business
 - Framing the Business Question
 - Root Cause Analysis
 - Fishbone Diagram/The Five Whys
 - Case Study Activity – Parts 1 and 2
 - Getting to Your Hypothesis
 - Case Study Activity – Part 3
 - CRISP-DM Framework
 - Case Study Activity – Part 4
 - Apply People Analytics at Your Organization
- **Module 4: The People Analytics Project Framework: Step 2**
 - Qualitative vs. Quantitative Data
 - Data Types
 - Identifying the Most Effective Data for a Project
 - Using Integrated Data
 - Data Management
 - Case Study Activity – Part 5
 - Apply People Analytics at Your Organization
- **Module 5: The People Analytics Project Framework: Step 3**
 - The Data Analysis Process
 - Useful Terminology
 - Choosing Data Fields
 - Practical Scenario: Olivia
 - Data Cleaning
 - Data Coding
 - Cognitive Bias
 - Data Sampling and Size



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- Types of Variables
- Measurements of Central Tendency
- Case Study Activity – Part 6
- Correlation and Causation
- Correlation and Causation Video
- Drawing Conclusions from Data
- Case Study Activity – Part 7
- Apply People Analytics at Your Organization
- **Module 6: The People Analytics Project Framework: Step 4**
 - Developing Recommendations
 - Identify Your Audience
 - Plot the Story in Five Steps
 - Develop the Visuals
 - Chart Types
 - Prepare to Tell the Story
 - Tell the Story
 - Case Study Activity: Part 8
 - Implementation Strategies
 - Staying Current in the Field
 - Apply People Analytics at Your Organization
- **Module 7: Conclusion**
 - Takeaway Thoughts
 - Program Follow-up
 - People Analytics Toolkit