

## Developing and Executing a People Analytics Strategy

A well thought out People Analytics strategy, that reflects business context, is vital for any organisation that aims to measure and then maximise the value of their investment in the workforce.

This interactive workshop offers a coherent approach to building such a strategy: from ensuring robust foundations are in place, through to meaningful engagement with stakeholders, prioritising people analytics activity and ultimately executing value-add analytical investigations.

### Aim

At the conclusion of the workshop delegates will be better able to:

1. Identify business critical questions in respect of the workforce
2. Align analytics activity with strategic priorities
3. Deliver Insight that genuinely adds value to their organisation
4. Investigate the root cause of key workforce issues
5. Support evidence based workforce decisions
6. Measure the effectiveness of HR processes and interventions
7. Determine and use appropriately appropriate measures and KPIs
8. Evaluate the Business Impact and ROI of HR and People investments
9. Effectively Communicate Insights
10. Help transform the HR function from service provider to business enabler
11. Scrutinize the role of the media, external audit and the Public Accounts Committee

## Sample Programme

### Agenda

**10:00**      **Welcome and Introductions**

**10:10**      **The Context for People Analytics**

- Defining People Analytics and differentiating it from workforce reporting
- Assessing and benchmarking maturity levels in your organisation
- How to add value using focused insight
- The challenge of credible data
- An examination of broad People Analytics Capabilities

**11:15**      **Core Frameworks and Considerations**

- Mapping a basic People Analytics Strategy
- Establishing key Employee Segments and Roles
- Audience Differentiation

**12:00**      **Break**

**12:15**      **Understanding the Workforce Contribution to Organisational Success**

- Understanding Human Capital as an Asset
- Case Study: Retention Strategies for Critical Job Roles

**Positioning Strategic Workforce Planning as a driver for People Analytics**

- Definition and Context
- Strategic Analysis
- Demand Forecasting
- Supply Projections
- Gap Analysis and Action Planning

- 13:30      Lunch
- 14:15      Analysing Current and Emerging Workforce Issues**
- Attraction, Diversity and Inclusion
  - The root cause and impact of unplanned Employee Turnover
  - A focus on Employee Dissatisfaction
- 15:00      Analysing HR Process and Function**
- Case Study: The Efficiency and Effectiveness of the Staffing Function
  - Case Study: Measuring the Success of Learning and Development Interventions
- 15:30      Break
- 15:45      Other Opportunities for Value Add People Analytics**
- Case Study: Measuring and Maximising the value of a Graduate Programme
  - Discussion and Exercise: The Value of an Agile Working initiative
- 16:30      Establishing a People Analytics Proposition: Key Considerations**
- 17:00      Close