Using analytics to deliver evidence-based people insights

**WHY ATTEND?**

- Gain in-depth understanding and the practical skills to develop and strengthen people analytics strategies
- Understand how to move from regular HR reporting to effective people analytics
- Learn how predictive people analytics can provide better insights for the business
- Engage with the latest research and insights around the value of people analytics
- Leverage more from your people data and explore ethical considerations

**Hear insights and experiences from:**

- **Jordan Pettman**
  Global Head of People Data Analytics and Planning
  Nestlé
- **Elaine Mahon**
  Head of People Analytics
  Office for National Statistics
- **Andrew Webster**
  Data Governance & Reporting Lead
  National Grid
- **Andy Charlwood**
  Professor in Human Resource Management
  University of Leeds

**Who this conference is for?**

- HR professionals looking to develop their analytical skills
- HR managers and business partners looking to apply analytics to strategic business challenges
- HR analysts and practitioners working with HR reporting and data
- Consultants and analysts working with organisations to move their analytical reporting along the maturity scale

Book your place here
Through the strategic use of insights from people data and analytics, HR professionals can transform their businesses with evidence-based solutions and practice.

The HR Analytics Conference and Workshop will empower HR professionals to improve the reach and impact of HR. Gain in-depth understanding and the practical skills to develop and strengthen your people analytics strategy, and leverage more from people data.

Through interactive, practical sessions as well as impactful case studies from high-profile organisations with established people analytics functions, you will learn how to deliver evidence-based solutions to recurrent business issues and add value to your organisation.

### CIPD HR Analytics Conference and Workshop

**22–23 November 2017, London**

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### Wednesday 22 November 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Registration</td>
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<tr>
<td>09:30</td>
<td>Chair’s opening remarks</td>
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<td></td>
<td><strong>Conference chair:</strong> Mark Lawrence, Executive Consultant, Data Driven HR; Associate of CIPD HR Analytics Advisory Board</td>
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<tr>
<td>09:40</td>
<td>Case study: using people analytics to solve complex business issues</td>
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<tr>
<td></td>
<td>• Understand how Nestlé structured and developed its global HR analytics function</td>
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<tr>
<td></td>
<td>• Explore case study examples of innovative solutions to business issues</td>
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<tr>
<td></td>
<td><strong>Speaker:</strong> Jordan Pettman, Global Head of People Data, Analytics and Planning, Nestlé</td>
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<tr>
<td>10:25</td>
<td>Case study: understanding the steps to people analytics excellence</td>
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<td>• How do we advance our people analytics strategies?</td>
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<td>• Exploring the steps of development of a people analytics function with illustrative examples</td>
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<td></td>
<td><strong>Speaker:</strong> Keith McNulty, Global Director, People Analytics and Measurement, McKinsey &amp; Company</td>
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<tr>
<td>11:00</td>
<td>COFFEE AND NETWORKING</td>
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<tr>
<td>11:20</td>
<td>Case study: implementing a successful workforce analytics solution</td>
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<tr>
<td></td>
<td>• Understand how to effectively move from reporting to delivering people analytics</td>
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<td>• How predictive analytics can provide better insights for the business</td>
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<td><strong>Speaker:</strong> Olly Britnell, Head of Global Workforce Analytics, Experian</td>
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<td>11:55</td>
<td>Research insights: what’s the evidence for HR analytics?</td>
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<td>• Understand what evidence there is for the value of, and what the barriers are to, high-quality analytics</td>
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<td>• Discuss what HR professionals can do to improve the outcomes they generate from HR analytics</td>
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<td><strong>Speakers:</strong> Andy Charlwood, Professor of HRM, University of Leeds, Ed Houghton, Research Adviser, CIPD</td>
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<td>12:30</td>
<td>NETWORKING LUNCH</td>
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### Stream 1: Practical skills

These taster sessions will provide you with an understanding of the practical skills associated with leveraging people data for predictive analytics. Exploring analytical modelling and visualisation using R, this stream most suited for attendees with experience in analytical HR reporting with some exposure to VBA, complex Excel formulae or another programming language.

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>13:20</td>
<td>Effective models for predictive HR analytics</td>
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<td></td>
<td>• Understanding predictive analytics models and deployment</td>
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<td></td>
<td>• Explore an analytics model, through an example focused on reducing attrition</td>
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<td></td>
<td><strong>Speaker:</strong> Jose Carlos Alatrista, Senior Manager – Digital Insight, Lloyds Banking Group</td>
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### Stream 2: Journey to analytics

These case study sessions will present further insights and examples from practitioners with experience in delivering reporting and analytics with real business impact. Examining both the key challenges for HR data analysis and building HR analytics capability, this stream is recommended if you are at the start of your analytics journey.

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<th>Time</th>
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<tbody>
<tr>
<td>13:20</td>
<td>Avoiding the Pitfalls During the First Year of HR Analytics</td>
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<td>• Exploring the practices and skills required to progress in people analytics</td>
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<td>• Finding solutions to the key challenges when establishing HR analytics practice</td>
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<td></td>
<td><strong>Speaker:</strong> Ioannis Nerantzakis, HR MI Analyst, First Utility</td>
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**Book your place here**
Stream 1: Practical skills

14:00

Data visualisation techniques for HR analytics
• Presenting data to influence and add value to decision-making
• Storytelling with data to develop support for evidence-based solutions

Speaker: Jose Carlos Alatrista, Senior Manager - Digital Insight, Lloyds Banking Group

14:40 COFFEE AND NETWORKING

15:00 Case study: enabling a high-performing culture through a new people analytics strategy
• Championing value-add, evidence-based decision making and leadership
• Delivering workforce insight to enable our transforming business

Speakers: Alison Pattimore, Head of Organisational Design and Development; Elaine Mahon, Head of People Analytics, Office for National Statistics

15:35 Case study: deploying workforce analytics to meet business challenges in retail
• The benefits of automating workforce management reporting using analytics
• Using analytics to make evidence-based decisions when managing sickness absence

Speaker: Mark Benton, Operating Model Budgeting and Planning Manager, The Co-op Food

16:10 Panel: the future of people analytics - where to next?
• What are the ethical considerations when using and analysing people data
• How can we build taxonomies of definitions to allow us to leverage data effectively?

Panellists: Ed Houghton, Research Adviser, CIPD; Angela Ignam, Head of Group HR Analytics, HSBC Holdings PLC; Andy Charlwood, Professor of HRM, University of Leeds

16:50 Chair’s closing remarks

17:00 DRINKS RECEPTION – HOSTED BY KRONOS

Stream 2: Journey to analytics

14:00

Building HR analytics capability in your teams
• Developing data and analytical capability for the future HR professional
• Building teams to move from reporting to true people analytics

Speaker: Andrew Webster, Job Simplification, Data Governance and Reporting Lead, National Grid

HR Analytics Workshop

Building a people analytics strategy
A well-thought-out strategy that reflects business context is vital for any organisation that is serious about embedding and maximising value from people analytics.

This interactive workshop offers a coherent approach; from ensuring robust foundations are in place and engaging meaningfully with stakeholders, to prioritising people analytics activity and ultimately executing value-add analytical investigations.

Throughout, key learning points will be illustrated using a range of case studies.

Learning outcomes
This workshop will enable you to:
• Differentiate between workforce reporting and people analytics
• Understand how a coherent strategy can establish a clear focus for your people analytics proposition
• Align this strategy with what really matters to your organisation
• Deliver insight that informs and drives people and business decisions
• Leverage people analytics to grow your reputation as a business enabler
• Help embed HR as a genuinely strategic function

Facilitator:
Sam Hill, Managing Consultant and Founder, Workforce Dimensions, and member of HR Analytics Advisory Board

Thursday 23 November 2017 09:30–15:15

Book your place here