

Making Human Capital Analytics Work

An Internal Two-Day Workshop

With tight budgets and competition for funds, the human resource function must add value to the organization. Value must be measured in a variety of ways and reported to executives who fund HR projects and programs. To accomplish this, most organizations have created a human capital analytics function to connect HR to important impact measures (the connection to the business). This comprehensive and interactive two-day workshop will show how human capital analytics practices are working in organizations. Beginning with the definition of human capital analytics, the workshop explores:

- The structure of the HCA team
- The types of human capital analytics projects
- How they are selected
- How they are managed
- How the data are used
- Who receives the data
- How the data are reported
- How HCA projects add value to the organization

This workshop will demonstrate how successful human capital analytics functions survive and thrive in organizations. This session takes the mystery out of this important topic, building on the best-selling book, *Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and Outcomes* authored by Patti Phillips and Jack Phillips (McGraw-Hill). Each participant will receive a copy of this book, a 100-page workbook, case studies, and two job aids.

Workshop Objectives

After attending this workshop, participants will be able to:

1. Assess organizational readiness with respect to HC analytics
2. Select the right data, measures, and metrics required to express objectives in clear business terms
3. Structure the HC analytics practice to drive business success
4. Manage HC analytics to deliver business results
5. Collect data efficiently, accurately, and with appropriate quality
6. Calculate the tangible value of HR programs and link them with business outcomes
7. Translate findings into a "story" that frames the impact of HR to the business in a meaningful way
8. Secure management buy-in for the HCA practice

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Agenda

Introduction & Readiness to Learn

- *Objectives & Expectations
- *Case Application
- *The Business Case for Analytics

Overview of Human Capital Analytics

- *Types of Projects
- *Selection of Projects

HCA Planning

- *Developing Objectives
- *Case Application
- *Business Alignment
- *Staffing
- *Budgets

Data Collection

- *Data Collection Overview
- *Collecting Data During Programs
- *Collecting Data on Follow-up
- *Sampling for Data Collection

Data Analysis

- *Data Analysis Overview
- *Relationship Between Variables
- *Predictive Models
- *Converting Data to Money
- *Costs/ROI
- *Forecasting ROI
- *Guiding Principles
- *Intangible Benefits

Reporting

- *Communication of Results
- *Using the Results

Implementation Issues

- *Implementation Issues
- *Success Factors for HCA Practice
- *Planning Next Steps
- *Conclusion and Q&A

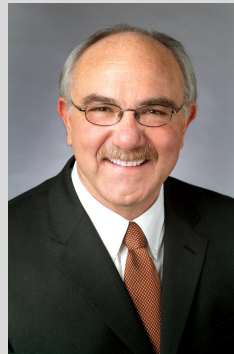
Facilitators

Patti P. Phillips, Ph.D.



Patti Phillips, Ph.D., is President and CEO of ROI Institute, Inc., the leading source of ROI competency building, implementation support, networking, and research. A renowned expert in measurement and evaluation, she helps organizations implement the ROI Methodology in 70 countries around the world. Phillips has authored dozens of books on accountability.

Jack J. Phillips, Ph.D.



Jack J. Phillips, Ph.D., is Chairman of ROI Institute. He is a world-renowned expert on accountability, measurement, and evaluation. Phillips provides consulting services for Fortune 500 companies and major global organizations. The author or editor of more than 75 books. Phillips is a former HR Executive and Bank President.