

HR Analytics – Building a Compelling HR Narrative from Data



VIRTUAL TRAINING

29 September
9.00am-5.00pm
(SGT)

**Book
now**

to save much more
off the Regular
Price!

LEARN HOW TO

- Understand what data analytics is, and the key ingredients for sustainable analytics
- Understand the analytics value and the part that effective communications with data plays in delivering the “last mile” of value
- Understand the key principles behind developing and telling a concise, coherent, and compelling story from the data
- Gain practical data storyboarding skills through a structured approach in the application through a case exercise
- Translate the data storyboard in the case exercise into a presentation deck that tells a concise, coherent, and compelling story.

“83% of HR leaders from organisations across Singapore, Malaysia and Hong Kong agree that HR analytics is helping to build the long-term strategy of their business.” – Chartered Institute of Personnel & Development (CIPD), 2015

Over the past decade, there has been a rise in organizations adopting data analytics as one of the core competencies for growth. This growth was built upon the growing evidence of the value that data analytics creates; specifically, how it augments and improves the decision-making process in organizations. While HR came to analytics a little later in the game, leaders in organizations are recognizing the potential it could hold and hence adoption has also been growing.

This is **ONE of FOUR** workshops in a comprehensive series on the topic of HR Analytics. Each workshop is modular in nature, addressing different aspects along the analytics value chain.

- Managing & Processing Data for Reporting and Analysis
- Mining data for HR Insights
- Asking the right questions to make informed decisions
- Building a Compelling HR Narrative from Data

ABOUT YOUR COURSE TRAINER

Derrick Yuen, MBA

Co-Founder and Principal, FYT Consulting based in Singapore

- Derrick Yuen consults and leads engagements to help clients liberate their data for analytics and to glean relevant and actionable insights from their data. His engagements span across many sectors, functions and regions, including pharmaceutical, FMCG, government, human resources, finance and F&B in Asia Pacific.
- He has delivered public and corporate workshops across the Asia Pacific region. As part of FYT Consulting, he is one of two authors and trainers providing HR analytics training at the Civil Service College, developed in collaboration with the Public Service Division (PSD).
- Prior to establishing FYT Consulting, he led the formation and establishment of the Global People Analytics Centre of Excellence (COE) for a multinational healthcare company with more than US\$30 billion revenue. He is also an experienced management and analytics consultant with top-tier firms, multinational corporation and government agencies.



PAST TESTIMONIALS OF THE COURSE TRAINER

If you are planning to become a HR data-driven organisation, this is the course to be inspired. Full marks for the trainer!” – *Head of HR Services, Boehringer Ingelheim*

“An extremely knowledgeable and hands-on trainer who gave deep insights from his wealth of experience.” – *Regional HR Director, Emery Oleochemicals Malaysia*

“This course covered the key techniques to analyse data and tips on leveraging Excel to validate data and establish correlation.” – *Senior Vice President, Government of Singapore Investment Corporation (GIC)*

“This course was well-structured and delivered by an effective trainer. Thumbs up!” – *HR Director, SingTel*

COMPANIES THAT HAVE BENEFITED FROM TRAINER'S EXPERTISE

- Alstom Transport
- Axiata Group
- Boehringer Ingelheim
- Brother International
- Civil Service College, Singapore
- Continental Automotive
- Emery Oleochemicals Malaysia
- Federal Express
- Frasers Centrepoint
- Golden Screen Cinemas Sdn Bhd
- Government of Singapore Investment Corporation
- Great Eastern Life Assurance
- Infineon Technologies
- Korn Ferry
- Nanyang Technological University
- NTUC Learning Hub
- Pos Malaysia
- Sembcorp Design and Construction
- Sime Darby Plantation
- Singapore Institute of Management
- Singapore Polytechnic
- Singapore Public Service
- SingTel
- SMRT Corporation

HR Masterclass Series is brought to you by *Human Resources Online*
www.hr-masterclass.net

WHY YOU SHOULD ATTEND

One of the most overlooked and undervalued aspects along the analytics value chain is in the “last mile” of value; specifically, how to tell a concise, coherent, and compelling story from the HR data to drive people decisions and actions. While there is ample supply of hard skills and capabilities in many analytics functions; the softer skills of contextualization and storytelling are in much shorter supply. In fact, Forbes had foresaw the emergence of this trends as early as 2016.

“Data are just summaries of thousands of stories – tell a few of those stories to make the data meaningful.” Dan Heath

This workshop aims to provide a broad but practical overview of the entire analytics value chain; with a focus on building a compelling narrative to get an audience to care and to act. This includes how to glean pivotal messages from data, how to structure and tell a data story that makes an audience care. This workshop aims to address such capability gaps; especially for HR professionals and managers who have some experience with analysis; but are finding some challenges in making an impact in the “last mile” of value in analytics.

WHO SHOULD ATTEND

- Senior HR Leaders
- HR Directors and Functional Heads
- HR Business Partners
- All other HR professionals who wish to know how to tell a compelling story from HR data

LOGISTICS REQUIREMENTS

Participants are required to use their own laptops with MS Excel and PowerPoint (version 2013 or later) to participate in the data and capstone exercise. Please note that some Excel functions may not look the same in a Macbook. The virtual sessions will be conducted via Zoom, so please ensure that you have stable wireless access and are using a device that allows Zoom.

COURSE OUTLINE

| TIME | AGENDA |
|---------|---|
| 9.00am | <p>What is HR Analytics?</p> <ul style="list-style-type: none">• A general introduction of the concept of analytics; including the general applications and the potential of analytics to inform, explain and guide decision making• Case studies – See how some notable organizations have successfully deployed analytics to great effect (Walmart, Target, Google etc.)• Foundations for sustainable analytics – understand what it takes to build analytics capabilities <p><i>15 minutes break included</i></p> |
| 10.45am | <p>The Analytics Value Chain and role of Data Visualization and Communication</p> <ul style="list-style-type: none">• The analytics value chain• It takes more than just data to deliver value in analytics; it takes the right combination of hard and soft data skills; particularly the soft skills in interpreting the analytical outcomes in the right context |
| 12.15pm | <p>Lunch break</p> |
| 1.15pm | <p>Principles of Storytelling with data</p> <ul style="list-style-type: none">• Finding the conclusions and key messages from analysis• Leveraging frameworks to structure the story into a storyboard• Finding the right balance to tell a concise, coherent and compelling story• How to make the audience care and achieve the intended objectives <p><i>15 minutes break included</i></p> |
| 3.00pm | <p>Structure of a good Data Storyboard: Telling a Persuasive Story</p> <ul style="list-style-type: none">• Opening Act (Emotional)• Main Act (Analytical)• Concluding Act (Finish with a Dagger) <p><i>Class Exercise: Building a Story board using a Case Study based on given charts and analysis</i> <i>Class Exercise: Translating the Story board into a concise, coherent and compelling story using MS PowerPoint</i></p> |
| 5.00pm | <p>End of training</p> |

REGISTER NOW

| Building a Compelling HR Narrative from Data | |
|--|---|
| Format | Virtual training |
| Dates | 29 September 2020, 9.00am – 5.00pm |
| Price Per Person | <p>Early Bird: USD 399 (on or before 21 August)</p> <p>Regular Price: USD 499 (after 22 August)</p> |
| Contact Person for Registration and Group Discounts | <p>Renamel Torres Head, Project Management Tel: +65 6423 0329 Email: renamelt@humanresourcesonline.net</p> |
| Amendment / Cancellation Policy | <ol style="list-style-type: none">1. All bookings are final.2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.3. HR Masterclass Series cannot provide any refunds for cancellations.4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event. |

ABOUT HR MASTERCLASS SERIES

As the training division of *Human Resources*, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.

Past HR Masterclass Series Delegates were from

- ABB
- AEON Credit Service
- AirAsia
- Alliance Bank Malaysia
- Allianz Insurance
- AstraZeneca
- ASTRO Malaysia
- Bank Negara Malaysia
- Bumi Armada
- Canon
- CapitaLand
- Carrier International
- DHL
- DSO National Laboratories Singapore
- Ericsson
- FMC
- Fuji Xerox
- Fujitsu Asia
- Gamuda
- Gucci
- Hilton Hotels & Resorts
- Hong Kong Jockey Club
- International SOS
- Kantar Health
- Malaysia Airlines
- Malaysia Airports Holdings
- MasterCard
- Maxis Mobile
- McCann Erickson
- MediaCorp Singapore
- National Australia Bank
- NetApp
- NCS
- PETRONAS
- Prudential
- S P Setia
- Sands China
- Schneider Electric
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMCP Hong Kong
- SME Bank Malaysia
- StarHub
- Suntec Singapore
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- Tune Hotels
- United Overseas Bank (UOB)
- VADS Berhad
- Volvo
- WorleyParsons
- Yale-NUS College
- Yokogawa Engineering
- Zurich Insurance