

HR Analytics – Mining data for HR Insights



VIRTUAL TRAINING

20 November 2020
 9.00am-5.00pm
 (SGT)

**Book
 now**

to save much more
 off the Regular
 Price!

LEARN HOW TO

- Develop a comprehensive understanding of the end-to-end analytics process applicable to address most HR problems.
- Transform data into powerful insights in six simple steps and take away a structured analysis framework for action.
- Conduct descriptive analyses to inform and explain the state of the workforce and HR practices.
- Develop statistical understanding and technical skills to conduct inferential analyses to establish relationships among variables and explain the variables behind people management issues.
- Understand the concept of predictive analytics and gain exposure to machine learning tools for predictive analytics.
- Practise your data analysis skills on a business case during a facilitated capstone exercise.

“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

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 key benefits of HR Analytics is the ability to glean objective insights from data, as opposed to opinions, suspicions and guesses; allowing HR to identify and respond to real issues and not “imaginary” ones. This requires quantitative skills to mine the data for objective and pivotal insights; much of it grounded in statistics which may not be a common competency in many HR teams.

This workshop aims to provide a broad but practical overview of the entire analytics value chain, with a specific focus on gleaning objective insights from HR data. Attendees will get a practical introduction to statistics concepts and tools most relevant to HR. Attendees will also get the opportunity to get their hands “dirty” applying these concepts with data in realistic situations to glean and interpret objective insights, and finally effectively communicate their findings to decision makers. This is targeted at professionals and managers in analyst roles that require them to conduct data driven analysis to support people decisions in their organization.

WHO SHOULD ATTEND

- HR Analysts or Professionals with Analytics responsibilities who want to go beyond descriptive analyses and learn inferential and predictive analytics skills
- HR Analytics Managers responsible for managing and supervising a team of analysts
- Past delegates of the “HR Analytics for Business Performance” masterclass who want to develop deeper statistical analysis and visualisation skills
- All other professionals with a keen interest in developing data analytics skills in the HR domain

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>Applications of Analytics, Artificial Intelligence (AI), Machine Learning and Predictive Analytics</p> <p>This segment provides a brief overview of the concepts and applications of HR analytics, including the general utilities of analytics, why analytics is important, and the potential of analytics to empower HR professionals to inform, explain and guide decision making.</p> <p>Transforming Data into Insights in Six Steps</p> <p>This segment provides a brief overview to the six-steps framework of turning data into insights and decision making. The six steps are: (1) Problem definition; (2) Hypotheses development; (3) Data definition & collection; (4) Data preparation & analysis; (5) Results interpretation & insights; (6) Communication & influence.</p> <p>15 minutes break included</p>
11.15am	<p>Descriptive Statistics – Understanding your data</p> <p>Attendees will be introduced to relevant foundational statistics concepts and to demonstrate how it could be used in HR settings. This is largely a hands-on session with multiple computer-aided exercises on a wide range of HR-related problems including workforce flow analysis, manpower planning and employee opinion surveys</p> <ul style="list-style-type: none">▪ Data types, data errors, blanks and their various implications▪ Describing data – Central tendency & Variation▪ Interacting with Data using Pivot Tables▪ Workforce Flow Analysis
12.15pm	<p>Lunch break</p>
1.15pm	<p>Inferential Analysis – Establishing Relationships among variables</p> <p>Attendees will be introduced to more complex statistics concepts to “infer” links and relationships between variables, which is particularly relevant in HR settings. This is largely a hands-on session with multiple computer-aided exercises on a wide range of HR-related problems including employee opinion surveys, employee engagement, evaluation of training effectiveness & pay discrimination:</p> <ul style="list-style-type: none">▪ Statistical concepts for HR analyst:<ul style="list-style-type: none">- Sampling- Distribution, central tendency & variation- Probability- Hypothesis- Statistical significance- Correlation- Multiple factors problem▪ Inferential analysis (with MS Excel):<ul style="list-style-type: none">- T-Test: Comparison between two groups- Comparing evaluation ratings between two groups- Comparing training effectiveness between two groups• Chi-square test: Analyse the relationship between two nonnumerical variables<ul style="list-style-type: none">- Testing the independence between gender and job level- Testing the independence between employee performance and promotion• Correlation analysis: Analyse the relationship between two numerical variables<ul style="list-style-type: none">- Correlations among employee satisfaction variables from a pulse survey- Correlations among workforce demographics variables• Multiple regression analysis: Analyse and determine significant variables for multifactor problems<ul style="list-style-type: none">- Driver analysis for time-to-fill in the recruitment process (linear multiple regression)- Examine the key factors that affect employee salary (nonlinear multiple regression) <p>Class exercise: Multiple data analysis exercises with MS Excel</p> <p>15 minutes break included</p>

2.15pm

Data Visualization

Insights from raw processed data are not practical nor accessible to most; but “A picture paints a thousand words” they say. In this segment, attendees will learn about the key considerations when selecting the right visualizations to best communicate key findings from the technical analyses.

- Principles of Data visualization
- Data visualization as a form of analysis
- Thought process to selecting the right visualization for impact & clarity

Demo: Data visualization tools (e.g. Tableau, PowerBI, QlikSense)

15 minutes break included

3.30pm

Capstone exercise

In this segment, the participants are required to study the context of a business case and analyse a set of data to address the issues/problems in the business case and recommend solutions. Participants are expected to apply the statistical analysis techniques acquired in this workshop. Each group will take turns to present their analysis and findings. The exercise will be facilitated.

5.00pm

End of training

REGISTER NOW

Mining Data for HR Insights	
Format	Virtual training
Dates	20 November 2020, 9.00am – 5.00pm
Price Per Person	<p>Early Bird: USD 399 (on or before 30 September)</p> <p>Regular Price: USD 499 (after 30 September)</p>
Contact Person for Registration and Group Discounts	<p>Reggie Ola Project Manager Tel: +65 6423 0329 Email: reggieo@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