

PRACTICAL HR ANALYTICS FOR POWERFUL INSIGHTS

A hands-on course to excel in statistical analysis and advanced data visualisation



SINGAPORE
16-17 SEPT 2019

KUALA LUMPUR
19-20 SEPT 2019

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now**

to save much more
off the Regular
Price!

MALAYSIA: UP TO RM 2,600 CLAIMABLE under HRDF – SBL scheme
See Page 6 for more details.

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.
- Develop technical skills in data management, data preparation and transformation to optimise the analysis process.
- 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.
- Equip yourself with data visualisation skills to build interactive dashboards and infographics.
- 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.

HR Masterclass Series is brought to you by Human Resources

www.hr-masterclass.net

Contact: [Kuala Lumpur] Hemalatha Siranjeevi | +65 6423 0329 | hemalathas@humanresourcesonline.net
[Singapore] Renamel Torres | +65 6423 0329 | renamelt@humanresourcesonline.net

ABOUT YOUR COURSE TRAINER

Awie Foong, PhD

Co-Founder and Principal, FYT Consulting based in Singapore

- Highly experienced trainer, speaker and consultant in HR analytics, speaking regularly at HR management and analytics events
- Served as an Associate Director at Aon Hewitt Consulting's Talent and Rewards practice, as well as practitioner in global HR strategy at Abbott Laboratories
- Led the formation and establishment of the HR Strategy and People Analytics Centre of Excellence (COE) for a Fortune 200 multinational healthcare company with over 60,000 employees worldwide
- Expert areas include HR analytics, talent strategy, strategic workforce planning, employee engagement and talent development etc.
- Fluent in multiple languages including English, Mandarin, Malay and Cantonese



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 AWIE'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 (GIC)
- 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

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WHY YOU SHOULD ATTEND

“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 and Development (CIPD), 2015*

Much has been said about the potential of data analytics in augmenting and improving decision-making process. In recent years, HR analytics has also gained significant buy-ins from senior executives.

However, not many organisations are doing it right due to a combination of technical, cultural and capability factors. One of the key factors is the lack of analytics talents among the HR team. While organisations may utilise external contractors to jump start their analytics journey or work on specific analytics projects, the potential of HR analytics can only be sustainable if the organisation is able to build such capabilities internally.

Led by Awie Foong, an analytics expert who has comprehensive in-depth knowledge of the region, this two-day course is designed to provide a comprehensive hands-on solution to organise, monitor and analyse HR data with the objective of providing tremendous value to organisations. This is done through informing what is going on with employees, explaining the reasons underpinning organisational successes and failures, and guiding future decision making with greater confidence.

This workshop is targeted at HR practitioners who would like to build on their prior intermediate-level knowledge of HR analytics, enhance their capabilities and acquire essential skills in data preparation, data analysis, statistical knowledge and data visualisation.

Through various case studies and interactive hands-on exercises, delegates will be able to effectively communicate business value to senior management, and witness how analytics can serve as powerful insights for maximum business impact.

WHO SHOULD ATTEND

- HR Analysts or Professionals with data management and reporting responsibilities
- HR Analysts or Professionals who want to develop deeper data visualization skills
- 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

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COURSE OUTLINE - DAY 1

TIME	AGENDA
8.45 am	Registration
9.00 am	1. Applications of Analytics, Artificial Intelligence (AI), Machine Learning and Predictive Analytics 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. <i>Case study: Supervised & unsupervised learning algorithms for analysing employee engagement and retention drivers in a manufacturing plant</i> <i>Group discussion: What's your biggest people management problem?</i>
10.30 am	Break
10.45 am	2. Transforming Data into Insights in Six Steps 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. <i>Case study: Can money buy education?</i>
12.30 pm	Lunch
1.30 pm	3. Data Management: Preparation and Transformation This segment focuses on the fourth step of data analytics process, i.e. data preparation and analysis. 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, employee opinion surveys, employee engagement, evaluation of training effectiveness & pay discrimination: a. Data Preparation (with MS Excel): i. Data transformation ii. Combining multiple data tables (merge and append) iii. Using data model for pivot table calculations b. Descriptive analysis (with MS Excel): i. Pivot table calculations ii. Excel functions iii. Workforce flow analysis
3.00 pm	Break
3.15 pm	4. Data Visualization This segment focuses on Step-6 of data analytics. This is largely a hands-on session with multiple computer-aided exercises to enable the delegates to design and build interactive dashboards and infographics with MS Excel a. Principles of data visualization b. Design and build interactive data visuals, infographics and dashboard <i>Demo: Data visualization tools (e.g. Tableau, PowerBI, QlikSense)</i> <i>Class exercise: Multiple data visualization exercises with MS Excel</i>
5.00 pm	End

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COURSE OUTLINE - DAY 2

TIME	AGENDA
8.45 am	Registration
9.00 am	<p>5. Inferential Analysis to Establish Relationships among Variables</p> <p>This segment focuses on the fourth step of data analytics, i.e. data preparation and analysis. 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, employee opinion surveys, employee engagement, evaluation of training effectiveness & pay discrimination:</p> <ol style="list-style-type: none"> a. Statistical concepts for HR analyst: <ol style="list-style-type: none"> i. Sampling ii. Distribution, central tendency & variation iii. Probability iv. Hypothesis v. Statistical significance vi. Correlation vii. Multiple factors problem b. Inferential analysis (with MS Excel): <ol style="list-style-type: none"> i. T-Test: Comparison between two groups <ul style="list-style-type: none"> • Comparing evaluation ratings between two groups • Comparing training effectiveness between two groups ii. Chi-square test: Analyse the relationship between two non-numerical variables <ul style="list-style-type: none"> • Testing the independence between gender and job level • Testing the independence between employee performance and promotion iii. 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 iv. 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 (non-linear multiple regression) <p><i>Class exercise: Multiple data analysis exercises with MS Excel</i></p>
10.30 am	Break
10.45 am	<p>6. Inferential Analysis Beyond MS Excel (Demo)</p> <ol style="list-style-type: none"> a. Predictive analytics on employee turnover b. Cluster analysis for employee segmentation c. Survival analysis <p><i>Demo: Machine learning algorithms with Microsoft Azure Machine Learning Studio</i></p>
12.30 pm	Lunch
1.30 pm	<p>7. Capstone Exercise</p> <p>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.</p>
3.00 pm	Break
3.15 pm	8. Capstone Exercise (Continued)
5.00 pm	End

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REGISTER NOW

PRACTICAL HR ANALYTICS FOR POWERFUL INSIGHTS		
Location	Singapore	Kuala Lumpur
Dates	16-17 Sept 2019	19-20 Sept 2019
Price Per Person	<p>Early Bird: SGD 2,000 (on or before 5 August)</p> <p>Regular Price: SGD 2,300 (After 5 August)</p> <p>*Excluding GST</p>	<p>Early Bird: USD 1,100 (on or before 8 August)</p> <p>Regular Price USD 1,500 (After 8 August)</p>
Contact Person for Registration and Group Discounts	<p>[Singapore] Renamel Torres Project Manager Tel: +65 6423 0329 Email: renamelt@humanresourcesonline.net</p>	<p>[Kuala Lumpur] Reggie Ola Project Manager Tel: +65 6423 0329 Email: reggieo@humanresourcesonline.net</p>
Important Things to Note	<p>MANDATORY: This is a computer-aided course. All delegates are required to bring along their own Windows laptops with MS Excel version 2013 or later to participate in Microsoft Excel data analysis exercises.</p>	
Rebates under Government Schemes	<p>Malaysia – Under the Human Resources Development Fund (HRDF), registered employers can claim rebates for trainings conducted by an overseas trainer/ training provider. For more information, please visit http://www.lighthousemedia.com.sg/HRMY_HRDF.pdf</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. 	

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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:

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- StarHub
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- Telekom Malaysia
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- VADS Berhad
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