

PRACTICAL HR ANALYTICS FOR POWERFUL INSIGHTS

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



KUALA LUMPUR
17-18 JUNE 2019

SINGAPORE
25-26 JUNE 2019



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

Course takeaways for all delegates:
Complimentary one-time post-workshop HR Analysis and Dashboard service

LEARN HOW TO

1. Develop a comprehensive understanding of the end-to-end analytics process applicable to address most HR problems
2. Transform data into powerful insights in six simple steps, and take away a structured analysis framework for action
3. Prepare data to optimise the analysis process targeted at solving specific HR-related problems
4. Conduct descriptive analyses to inform and explain the state of the workforce and HR practices
5. Conduct inferential analyses to explain the drivers behind key people management issues
6. Diagnose and formulate HR strategy using the HR Lifecycle Framework
7. Equip yourself with data storytelling and visualisation skills to build interactive dashboards and infographics
8. 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 Analytics responsibilities who want to go beyond descriptive analyses**
- **HR Analytics Managers responsible for managing and supervising a team of analysts**
- **HR Professionals with a keen interest to develop data analytics skills**
- **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 Companies around the world have applied analytics to improve operating efficiency, customer and employee satisfaction and various business outcomes. This section provides a general introduction of the concept of 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:</i> Supervised and unsupervised learning algorithms for analysing employee engagement and retention drivers in a manufacturing plant <i>Group Discussion:</i> What is your biggest people management problem?
10.30 am	Break
10.45 am	2. Transforming Data into Insights in Six Steps In this section, we will walk delegates through the six critical steps of turning data into insights with class exercises. Beginning with the first three steps: 1. Problem Identification, 2. Hypothesis Development and 3. Defining Measurement and Data Requirements for Variables. Delegates will learn how to build a conceptual framework to analyse their problems. <i>Case Study:</i> Can money buy education? <i>Group Exercise:</i> Building an analysis framework: Problem definition and hypotheses development
12.30 pm	Lunch
1.30 pm	3. Data Preparation and Analysis This section 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 and pay discrimination. <ol style="list-style-type: none">a. Data Preparation (with MS Excel):<ol style="list-style-type: none">i. Data modelii. Data transformationiii. Combining multiple data tablesb. Statistical Concepts for HR Analysts:<ol style="list-style-type: none">i. Samplingii. Probabilityiii. Distribution, central tendency and variationiv. Hypothesisv. Correlationvi. Statistical significancevii. Multiple factors problemc. Descriptive Analysis (with MS Excel):<ol style="list-style-type: none">i. Pivot table calculationsii. Calculated fieldsiii. Calculated itemsiv. What-if analysisd. Inferential Analysis (with MS Excel):<ol style="list-style-type: none">i. T-testii. Chi-square testiii. Correlation analysisiv. Multiple regression analysis <i>Case Study:</i> Connecting HR functions along the HR lifecycle to diagnose and formulate HR Strategy for a leading brand in the FMCG sector <i>Class Exercise:</i> Multiple data analysis exercises with MS Excel

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3.00 pm	Break
3.15 pm	4. Data Preparation and Analysis (Continued)
5.00 pm	End

COURSE OUTLINE - DAY 2

TIME	AGENDA
8.45 am	Registration
9.00 am	<p>5. Data Storytelling & Visualisation</p> <p>This section focuses on the fifth and sixth steps of data analytics. This is largely a hands-on session with multiple computer-aided exercises to enable delegates to design and build interactive dashboards and infographics with MS Excel.</p> <ol style="list-style-type: none"> Principles of data storytelling and visualisation Designing and building an interactive dashboard Designing and building infographics <p><i>Demo:</i> Data visualisation tools (Tableau, PowerBI, QlikSense) <i>Class Exercise:</i> Multiple data visualisation exercises with MS Excel</p> <p>6. Capstone Exercise</p> <p>In this section, delegates are required to study the context of a business case and identify issues or challenges faced by an organisation. Delegates will analyse the dataset and dashboards from previous exercises to address the issues identified in the business case. Each group will take turns to present their analysis and findings. The exercise will be facilitated.</p>
10.30 am	Break
10.45 am	6. Data Storytelling & Visualisation (Continued)
12.30 pm	Lunch
1.30 pm	<p>7. Capstone Exercise</p> <p>In this section, delegates are required to study the context of a business case and identify issues or challenges faced by an organisation. Delegates will analyse the dataset and dashboards from previous exercises to address the issues identified in the business case. 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	Kuala Lumpur	Singapore
Dates	17-18 June 2019	25-26 June 2019
Price Per Person	<p>Pre-Early Bird: USD 1,100 (on or before 6 May)</p> <p>Early Bird: USD 1,500 (on or before 20 May)</p> <p>Regular Price: USD 1,900 (after 20 May)</p>	<p>Pre-Early Bird: SGD 2,000 (on or before 6 May)</p> <p>Early Bird: SGD 2,300 (on or before 20 May)</p> <p>Regular Price: SGD 2,800 (after 20 May)</p> <p>*Excluding GST</p>
Contact Person for Registration and Group Discounts	<p>[Kuala Lumpur] Hemalatha Siranjeevi Project Manager Tel: +65 6423 0329 Email: hemalathas@humanresourcesonline.net</p>	<p>[Singapore] Renamel Torres Project Manager Tel: +65 6423 0329 Email: renamelt@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"> All bookings are final. Should you be unable to attend, a substitute delegate is welcome at no extra charge. HR Masterclass Series cannot provide any refunds for cancellations. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics. 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:

- ABB
- AEON Credit Service
- AirAsia
- Alliance Bank Malaysia
- Allianz Insurance
- AstraZeneca
- ASTRO Malaysia
- Bank Negara Malaysia
- Bumi Armada
- Canon
- CapitalLand
- 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
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- 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
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