STRATEGIC HR ANALYTICS FOR DECISION MAKING
Telling a persuasive data story to influence business decision making

KUALA LUMPUR
15-16 June 2020

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

LEARN HOW TO

1. Establish a comprehensive understanding of the end-to-end analytics process to address many HR problems
2. Understand why learning algorithms are essential for analysing employee engagement and retention drivers
3. Develop and sustain critical analytics capabilities to connect business strategy to people strategy
4. Strengthen capabilities to apply analytics outcomes to improve business decision making
5. Transform data into powerful and meaningful insights from HR/performance metrics
6. Grasp key statistical analysis concepts to build HR analytics capacity
7. Communicate the outcomes of data analyses to tell a persuasive data story using data visualisation techniques
8. Test your learning effectiveness with a set of analyses and dashboards in a final capstone exercise

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Contact: Ryan Ciceron | +65 6423 0329 | ryanc@humanresourcesonline.net

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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

"A very knowledgeable trainer who delivered a highly effective course."
— HR Business Partner, Axiata Group

"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*

"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)*

"Awie gave a good overview and coverage of how HR Analytics can be applied in business."
— HR Senior Vice President, ST Logistics

COMPANIES THAT HAVE BENEFITED FROM AWIE'S EXPERTISE

- AmBank Malaysia
- Axiata Group
- Boehringer Ingelheim
- Brother International
- CIMB Bank
- Civil Service College, Singapore
- Continental Automotive
- Ecolab
- Federal Express
- Frasers Centrepoint
- Golden Screen Cinemas Sdn Bhd
- Government of Singapore Investment Corporation (GIC)
- Great Eastern Life Assurance

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- Information and Knowledge Management Society
- Korn Ferry
- Nanyang Technological University
- NTUC Learning Hub
- Pos Malaysia
- Sembcorp Design and Construction
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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 the decision-making process in various organisations. 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 course with a strategic focus is targeted at helping delegates become analytics-savvy HR leaders and business partners. While senior HR leaders and business leaders may not require deep technical skills in data management, they need to be effective users of HR analytics capable of harnessing the power of analytics to develop and implement HR strategy, and to improve people management practices.

This workshop is designed to help HR leaders and business partners develop and enhance their business partnering capabilities with data analytics, with the objective of informing, explaining and guiding decision making for improved business performance.

WHO SHOULD ATTEND

- **Senior HR Leaders**
- **HR Directors and Functional Heads**
- **HR Business Partners**
- **Business Leaders**
- **People Managers**

All other professionals who wish to know how to utilise HR analytics for business decision making

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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 operational 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. *Case Study: Supervised and unsupervised learning algorithms for analysing employee engagement and retention drivers in a manufacturing plant* *Group Discussion: What is your biggest people management problem?*
10.30 am	**Break**
10.45 am	**2. Practising and Sustaining HR Analytics** While data analytics can be a crucial game changer, most organisations are still struggling to develop and sustain analytics capabilities and practices in-house. This section provides a comprehensive overview of data analytics and focuses on the key components of sustainable HR analytics and data analytics culture. *Group Discussion: What is the biggest barrier to practicing and sustaining analytics in your organisation?* *Group Exercise: Making decisions with algorithms – Clear cut or tough call?*
12.30 pm	**Lunch**
1.30 pm	**3. Making Sense of People Management** Data analytics should be driven by clear business purposes and focuses on the right problems. In this section, delegates will learn about the Cynefin framework, a sensemaking framework that can help HR practitioners better understand the different domains of people management problems, and the right analytics approach for each domain. The discussion will also focus on the Future of Work, the various impacts on people management practices, organisation design and manpower planning. *Group Discussion: Will AI take my job?* *Group Exercise: Defining the characteristics of your people management problems*
3.00 pm	**Break**
3.15 pm	**4. Translating Data into Insights in Six Steps** In this section, we will walk delegates through the six critical steps to turn data into insights with class exercises. Delegates will also learn to develop a strategic measurement map to link business strategy to people strategy and define key performance metrics. *Case Study: Can money buy education?* *Group Discussion: What are you measuring now, and why?* *Group Exercises:* *A. Building an analytics framework: Problem definition and hypotheses development* *B. Developing a strategic measurement map to link business strategy to people strategy*
5.00pm	**End**

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TIME	AGENDA
8.45 am	**Registration**

9.00 am	**5. Statistical Concepts You Ought to Know**
	
	It is important for HR leaders and business partners to acquire sufficient understanding about some key statistical concepts that are commonly used in HR analytics. This section focuses on the following statistical concepts to help HR leaders understand and interpret the results of statistical analyses more ably:
	
	    a. Sampling
	    b. Probability
	    c. Distribution, central tendency and variation
	    d. Hypothesis
	    e. Correlation
	    f. Statistical significance
	    g. Multiple factors problem
	
	Case Study: The story of a sports car and vanilla ice cream
	Group Discussion: Smoke or fire? Differentiating symptoms, correlations and causations

10.30 am	**Break**
10.45 am	**6. Data Storytelling and Visualisation** While rigorous analysis is important to turn data into insights, it is equally crucial to be able to connect the dots and effectively communicate the outcomes of the analyses. This section focuses on the principles and building blocks for effective data storytelling. This is largely a hands-on session with multiple group exercises to enable delegate to design storyboard and communicate analysis results effectively. • Principles and building blocks of data visualisation and storytelling *Demonstration: Data visualisation tools (Tableau, PowerBI, QlikSense)* *Class Exercise: Storyboarding exercise*
12.30 pm	**Lunch**
1.30 pm	**7. Capstone Exercise** In this section, delegates will be provided with a set of analyses and dashboards. They are required to study the context of the business case, discuss issues or challenges faced by the organisation and provide a set of recommendations to address the business issues. Each group will take turns to present their analysis and findings. The exercise will be facilitated.
3.00 pm	**Break**
3.15 pm	**8. Capstone Exercise (Continued)**
5.00pm	**End**

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Location	**Kuala Lumpur**
Dates	**15-16 June 2020**
Price Per Person	**Early Bird:** **USD 1,100** **(on or before 30 April)** **Regular Price:** **USD 1,500** **(after 30 April)**
Group Discount	**10% off for Group Registrations of 3 delegates or more**
Contact Person	**Ryan Ciceron** Project Manager Tel: +65 6423 0329 Email: ryanc@humanresourcesonline.net
Important Things to Note	**MANDATORY: This is a computer-aided course. All delegates are required to bring along their own Windows laptops with Microsoft Office 2013 or later to participate in Excel data analysis exercises.**
Rebates under Government Schemes	**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
Amendment/ Cancellation Policy	1. All bookings are final and must be accompanied by immediate payment. 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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- CapitaLand
- Carrier International
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- Ericsson
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- 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
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- 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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- Zurich Insurance