

ABOUT THIS PROGRAMME

Analytics is becoming an increasingly important topic area within the HR community with significant claims for improvement in selection, performance management, talent management, employee engagement and workforce planning, amongst others.

Based on Dave Millner's deep experience and CRF's ongoing research into workforce analytics, this programme aims to take a commercial, HR centric view of analytics, assisting HR practitioners in leveraging people analytics to deliver tangible business impact.

Driven by technology firms trying to sell the latest technology, analytics has too often failed to address specific organisational challenges and has resulted in unfocused HR solutions not grounded in the business strategy. The programme will give participants the confidence to work with data, not just to drive better reporting, but to provide more persuasive analysis that ensures HR is making a real impact on business performance rather than simply delivering HR 'stuff'.

BENEFITS OF ATTENDING

- Demystify the subject of strategic workforce analytics and gain an understanding of key principles and good practice.
- Develop the confidence to use workforce analytics to address key commercial and strategic challenges.
- Practical guidance on using people analytics, informed by case studies, key models and diagnostic tools.
- Understand how to work with data scientists and analysts to ensure utilisation of their expertise to drive relevant HR actions.
- Increase understanding of how to use analytics in your organisation, institutionalising it not as a separate activity but as part of how we do HR.



PROGRAMME LEADER

Dave Millner has over 30 years consulting experience working with global clients with performance and organisational development based demands. His focus is to ensure that organisations are able to unify their talent practices while dealing with the challenges of the future workforce and ever changing technology demands. Dave is known through social media channels as @HRCurator and is passionate about the role that HR can play in the transformational challenges facing all organisations with data analytics at the heart of the evolving function.

WHO SHOULD ATTEND?

The programme is aimed at HRBPs and HRDs as well as heads of shared services or heads of a centre of expertise/excellence. It is not aimed at data scientists or analysts but at helping HR professionals understand how analytics can help them move beyond gut instinct to diagnose the real issues and facilitate the delivery of high-impact solutions.

ABOUT CRF LEARNING

Building on CRF's 20+ years of unparalleled experience in the research, discussion and practical application of contemporary topics, arising from people strategy, learning and organisational development, CRF Learning delivers a suite of development programmes aimed at enhancing the capability of the HR function and the individuals within it.

Impact not input

CRF Learning programmes focus on making a difference to the performance of organisations by building the skills and capability that underpins it.

Custom programmes

CRF Learning also engages with organisations on a bespoke basis, developing custom solutions tailored to the specific requirements and context of your organisation.

THE PROGRAMME IN DETAIL

MODULE 1

Module 1 will provide an overview of analytics and how it can support a business centric approach to HR with high levels of group participation to ensure shared learnings and insights are discussed.

Context

- Digital mega-trends and their impact on the future of work.
- Current people analytics activity and examples.
- Current and future business challenges.
- Changing mindsets in HR, especially a more commercial and evidence-based approach to HR.

People Analytics

- Introduction to people analytics.
- Role of HR metrics and reporting.
- Moving beyond reporting to predictive and persuasive analytics.
- Aligning HR strategy and activities to key workforce analytics activity.
- Case studies and practical examples of good practice in workforce analytics project implementation.
- Identifying quality data sources.

Storytelling

- How to use and present analytics to mobilise key stakeholders to act on business-driven insights.
- Communicating complex messages with clarity.
- Educating business managers and key stakeholders on the power of work force analytics – benefits, opportunities, overcoming resistance.
- Building analytically-based business cases for HR interventions.
- The future of workforce analytics.

PREPARATION FOR MODULE 2

- Highlighting participants' key challenges.
- Beginning to plan how to use workforce analytics approaches in your organisation.
- Focusing on possible quick wins.
- Planning intersession work.

MODULE 2

Module 2 will comprise a clinic where, after reflection between the modules, participants will bring their issues and the group will work on real solutions to real business issues that can be implemented immediately to drive bottom line impact both on HR and most importantly on the business.

LOCATION AND COST

The programme will be held at a venue in Greater London.

The cost of the programme is £2,750 (+VAT) for CRF members and £5,000 (+VAT) for non-members.

This includes accommodation and dinner for the connecting night of module 1. The previous night may be booked at additional cost.

To register for this programme please contact Melissa Bates at melissa@crforum.co.uk or on +44 (0) 20 3457 2640.

IN-HOUSE BESPOKE OFFERINGS

If you have multiple team members who would be interested in this subject then we would like to offer you the additional opportunity to experience this same programme in-house within your organisation. This is an opportunity to receive the same high-level content and engaging delivery at a time and place of your convenience, providing more flexibility and customisation than our scheduled programmes.

If you would be interested in having this programme hosted in-house please contact Melissa Bates at melissa@crforum.co.uk or on +44 (0) 20 3457 2640.