

A 2-DAY WORKSHOP

HR ANALYTICS FOR BUSINESS TRANSFORMATION

▪ 8 - 9 MAY 2018, TUESDAY & WEDNESDAY ▪ 9AM - 5PM ▪
▪ SIME DARBY CONVENTION CENTRE, KUALA LUMPUR ▪

T & D Methodology
& Metrics

Workforce
Analytics

Recruitment
Metrics

Attrition
Reporting

Talent Pipeline

HRDF
CLAIMABLE

Benefits Of The Program

This 2-days program will provide you with essential knowledge and tools to understand HR metrics and transform that data into business knowledge and insight. This course helps you take a strategic view of your organization's use of HR data and its measurement systems. It provides a high-level introduction to common analysis techniques and some mistakes to avoid when interpreting data, or when assessing reports and interpretations.

COURSE OVERVIEW

In an increasingly data-driven world, the accurate evaluation of business programs and practices is a key for business transformation to happen..

But what should you be applying for business transformation? And what is the best way to gather this important data to measure the metrics?

HR leaders help drive business performance by delivering competitive advantage through people. Performance relies on measures, so you need to be adept at planning and interpreting your organization's "people metrics." This requires a solid grasp of HR analytics: the systematic collection, analysis, and interpretation of data designed to improve decisions about talent and the organization as a whole. But to grasp the potential of HR analytics, HR team need to become data interpreters.

Objective Of The Program:

- Uncover data-driven insights using analytics skills that aid in strategic decision making & reporting.
- Gather and identify relevant data from different sources.
- Differentiate between measures of HR efficiency, effectiveness and impact on business.
- How to drive organizational changes by linking evidence-based data to business strategy and performance.
- How to apply analytics to understand data and make meaningful business decisions.

Who Should Do This Course?

HR Directors, HR Managers, CHROs, Senior Management Staff, HR Business Partners and all those HR professionals who want to solve various HR problems by leveraging HR analytics for data driven decision making.

Pre-requisites

- No prior analytics or statistics knowledge is required.
- Basic proficiency in Microsoft Excel would be an advantage.

Learning Outcome

- Data gathering and identification practices that are immediately transferable to your workplace.
- Valuable metrics analysis training using five different analytics tools.
- Data transformation skills and tools to help you create compelling stories that engage and inform business decisions.

Organized by:



INSTITUTE OF MARKETING MALAYSIA



DATABYTE
TECHNOLOGY TRAINING PROVIDER

Supported by:



HRDF
MALAYSIA



NHRC
MALAYSIA

TRAINER

CHANDRA MOULI – CHIEF DATA SCIENTIST

Chandra Mouli is a former Business Consultant/Data Scientist and has worked with prestigious companies like McKinsey, and Genpact in the past 10 years. He has worked for clients across the globe and is an expert in Business and Big Data Analytics.

- Expert in connecting HR processes to business results through qualitative and quantitative methods.
- Highly qualified and experienced industry practitioner with years of global analytical experience having trained 3000+ professionals in leading companies across the globe.
- Having strong academic background with a Masters in Statistics with more than 10 years of experience in the field of Big Data Analytics like HR Analytics, Marketing Analytics(CSI, CLM & Pricing), Risk Analytics(Credit Risk), Operation Analytics and Digital Analytics with focus on Retail/E-Commerce, Banking, Insurance, Telecom , Travel and Media clients in Asia, Australia, Europe, and United States.
- Hands on expertise in Big data and Multivariate analytical techniques including classical & machine learning algorithms like regression (Linear/Logistic), Time Series, Text Mining, instance based, regularization, Decision tree, Bayesian, clustering (K-means/Hierarchical), Association rules (apriori/Eclat), SVM, ANN, Deep learning and ensemble algorithms.
- Areas of expertise include Big Data Analytics, HR Analytics, Business Analytics, Machine Learning, Marketing Analytics, Risk Analytics, Operation Analytics, Digital Analytics, Business Intelligence etc.

HR EXPERT - GUEST SPEAKER

DR. HENRY YEOH

Deputy President

Malaysian Institute of Human Resource Management (MIHRM).

Dr Yeoh is a Certified Advanced HR Practitioner by MIHRM and is also a Certified Interstrenght Type Practitioner from Interstrenght Associates USA on Personality Profiling (a Myers-Briggs derivative version). He has also recently completed his accreditation certification in using Saville Consulting (WAVE) Aptitude and Assessment tools. Dr Yeoh is a Certified Business Coach by News Coaching & Training Inc. headquartered in Pully, Switzerland.


Dr Yeoh is a multiple HR Leadership awards recipient:

- Global HR Excellence Award (2010 World HRD Congress)
- HR Leader of the year-Gold Award and Employer of Choice Silver Award (2013 Malaysia HR Awards)
- HR Leadership Award (2014 World HRD Congress) in recognition of his 30+ years as a HR practitioner and Senior Strategic Business Partner.
- He was also recently invited to serve as a Steering Committee Member for Malaysia's HR Certification initiated by PSMB and the Ministry of Human Resources, Malaysia.

For further information & registration, please contact us at:

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 imm.malaysia@gmail.com

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 www.imm.org.my

INSTITUTE OF MARKETING MALAYSIA
1G - 1st Floor, Bangunan SKPPK,
Jalan SS9A/17, 47300 Petaling Jaya, Selangor.

COURSE OUTLINE

What gets Measured gets done! Learning to Measure

- Understand how to link human capital strategy to align with business objectives.
- Explore how metrics are used to ensure results in HR
 - Efficiency VS Effectiveness
 - Leading VS Lagging
- Learn to configure success measures based on human capital strategy to measure business impact.

Introduction to HR Analytics & Data Sources

- What is HR Analytics?
- Origin and evolution of HR Analytics
- Value proposition of HR analytics & key stages of HR analytics project
- Relevance and Benefits in industry
- HRMS/HRIS & Data Sources
- Tools & Techniques for HR analytics

Identification of Key Metrics in HR function

- Linking HR to Business drivers
- Key Strategic Themes using Analytics
- Talent acquisition, retention and forecasting
- Headcount Management
- Measuring Hiring Effectiveness
- Compensation and Benefits
- Employee Satisfaction, Survey Analysis and Feedback Analysis
- HR Efficiency and Utilization
- Introduction to the Balanced Scorecard- The HR aspect
- How to use HR analytics frameworks to understand how different functions are inter connected?

Case studies will provide hands-on experience in using analytics to perform the following HR functions:

- How to perform diagnostics and identify key problems in HR using analytics
- Build Dashboard and visualize HR metrics
- Create & Measure HR metrics for different functions
- Predict Employee attrition and identify Root causes
- Analyze employee engagement survey data - Employee satisfaction and identify key driving factors

Delivery Methodology :

Lectures, case studies, sharing of experiences, group discussions, role play, hands on practices, video clips and interactive exercises.


Certificate Award:

The certificate will be awarded jointly by INSTITUTE OF MARKETING MALAYSIA and DATABYTE ACADEMY upon successful completion of the program.

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Date:

8 & 9 May 2018 (Tuesday & Wednesday)

Time :

9.00 am - 5.00 pm

Venue :

Sime Darby Convention Centre
1A Jalan Bukit Kiara 1, Bukit Kiara, 60000 Kuala Lumpur.

Pre-Workshop Requirements :

Notebook/Laptop is required for both days workshop, fully charged for the program. Notebook/Laptop must be pre-installed with MS-Excel to practice in the hands-on exercises. All participants will be working on simulated real life business data sets (provided by trainer on the day) as part of the training and will learn the skills of data analysis to build an INTERACTIVE DASHBOARD on their own.

The workshop advances from day-one onto day-two, hence it is necessary to attend both days in order to achieve maximum learning outcome, being absent on either days will defeat the purpose of attending the workshop.

Course Fee (per participant) :

- IMM Members & Early-Bird : RM 2,200 (register and pay on/before 16 April 2018).
- Non-IMM Members: RM 2,500 (HRDF claimable under SBL Scheme).
- Group Discount of 10% for registration of 3 participants or more.

Terms and Conditions :

- Full payment must be made on or before **30th April, 2018**.
- Course fee once paid is non-refundable for cancellations.
- IMM reserves the right to cancel/reschedule the programme and/or make changes to its course contents without prior notice, including substitution of trainers due to unforeseen circumstances.
- In the event that IMM must cancel/alter the programme for any reason, IMM will make every effort to notify registrants promptly. You will have the option to receive a full refund or transfer the credit of your payment to the next rescheduled programme.
- Kindly note that once you have registered your participant is treated as confirmed. If your participant(s) became unable to attend the course on the registered dates, substitute participant(s) is/are acceptable at no additional charge, no deferment not refunds allowed.
- IMM will not be responsible for any loss or damage as a result of cancellation, substitution, postponement or any changes to the event.

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REGISTRATION FORM

Please send complete form and payment slip to IMM via:
Fax: 03-7876 3726 or Email: imm.malaysia@gmail.com

Please sign me/my participant(s) at a fee selected below : (✓ When appropriate)

- IMM Members Fee: RM2200 per participant.
- Early Bird: RM2200 per participant (register and pay on/before 16 April 2018).
- 10% Discount for Group Registration of 3 participants or more.
- Non-Members Fee: RM 2,500 per participant.

COMPANY & DETAILS OF CONTACT PERSON

Organization/Comany Name: _____

Address: _____

Tel: _____ FAX: _____

Contact's Person Name: _____

Mobile: _____ Email: _____

PARTICIPANT 1

Name: _____

Designation: _____

Mobile: _____

Email: _____

Fee(RM): _____

PARTICIPANT 3

Name: _____

Designation: _____

Mobile: _____

Email: _____

Fee(RM): _____

PARTICIPANT 2

Name: _____

Designation: _____

Mobile: _____

Email: _____

Fee(RM): _____

PARTICIPANT 4

Name: _____

Designation: _____

Mobile: _____

Email: _____

Fee(RM): _____

Total Fee (RM):

PAYMENT DETAILS:

BANK TRANSFER

INSTITUTE OF MARKETING MALAYSIA (2568 Selangor)

RHB Bank - SS2 Branch, Petaling Jaya, Selangor.

A/C No.: 2124 - 0600 - 0113 - 19

Swift Code: RHBBMYKL

JomPay



Billor Code: 80408

Ref-1: Company/Individual Name

Ref-2: HRAnalytics

JomPay online Internet and Mobile Banking with your Current. Saving or Credit Card account.

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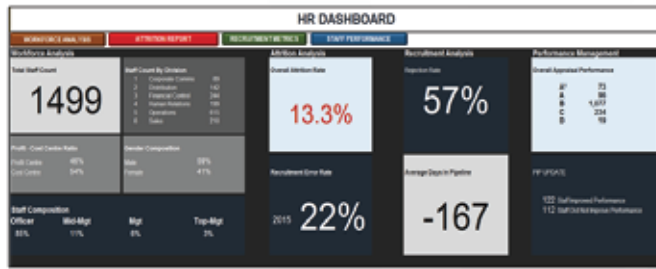
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HR Sample Dashboard



HR Sample Dashboard - Workforce Analysis



HR Sample Dashboard - Recruitment Analysis



HR Sample Dashboard - Attrition(Turnover) Analysis



We have trained some of the Leading Companies across Industries...



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