

# WORKSHOP ON HR ANALYTICS FOR BUSINESS TRANSFORMATION

Duration: 2 Days  
06 - 07 March 2018



## 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.



Supported By:



INSTITUTE OF MARKETING MALAYSIA

### FACILITATORS AND SPEAKERS

#### 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.

#### 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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K2 Upper Ground Floor , Bangunan Khas, Jalan 8/1E,  
46050 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

### 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


#### Certificate Award:

The certificate award is provided by Malaysian Institute of Human Resources Management (MIHRM). Upon successful completion of the program, participants will be conferred with "CERTIFICATE IN HR ANALYTICS FOR BUSINESS TRANSFORMATION".

#### Delivery Methodology :

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

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### Session Requirements :

Participants must bring along their laptop installed with MS-Excel to practice in the hands-on exercises. All participants will be working on simulated real life business data sets as part of the training and will learn the skills of data analysis to build an **INTERACTIVE DASHBOARD** on their own using the data provided.

### Training Venue :

#### ALOFT HOTEL

No. 5 Jalan Stesen Sentral, 50470 Kuala Lumpur, Federal Territory of Kuala Lumpur.

### Course Fee :

- RM2999.00 / pax (HRDF claimable under SBL Scheme).
- 10% off for Group Registration of 3 participants or more.
- RM 2500 for **MIHRM MEMBERS & EARLY-BIRD** registration on or before **14th February, 2018**. (The fee includes coffee / tea breaks, lunch, course material, certificate of completion.)

### Payment Details :

Payment can be made either through CHEQUE/ONLINE payable to "Malaysian Institute of Human Resource Management". Kindly email the bank-in slip for our reference.

Bank Name : CIMB BANK BERHAD


Account No. : 8002324212

Swift Code : CIBBMYKL


### Terms and Conditions :

- Full payment must be made on or before **23rd February, 2018**.
- Course fee once paid is non-refundable for cancellations.
- MIHRM 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 MIHRM must cancel/alter the programme for any reason, MIHRM 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.
- MIHRM 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 use BLOCK LETTERS to fill-up the form)*

#### TRAINEE PARTICULARS

Name :

NRIC No. :

Gender :

Designation :

Company Name :

Office Address :

Tel No. (Office) :

Tel No. (Handphone) :

Email :

#### APPROVING MANAGER / OFFICER

Name :

Designation :

Contact No :

Email :

#### PAYMENT DETAILS

Enclosed Cheque No. / Online Reference No. \_\_\_\_\_  
for RM \_\_\_\_\_ in payment of \_\_\_\_\_ participant(s).

**DECLARATION :**  I have read the terms and conditions for registration and cancellation of this programme.

Signature :


Name :

NRIC No. :


Date :

**Company Chop**

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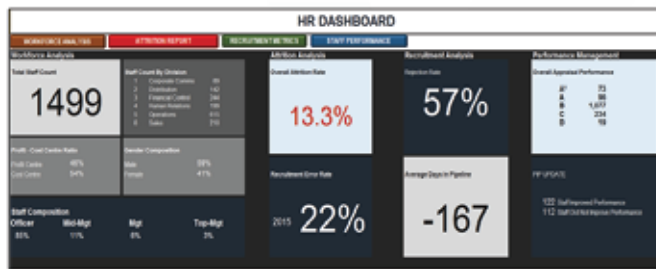
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### HR Sample Dashboard



### 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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