

# Certified HR Analyst

## Why Attend

- Data is crucial for any business. This is not an argument anymore, but rather a matter of fact. Therefore, HR professionals need to develop their data analysis competency in order to inform and transform their current HR practices and most importantly, business decisions.
- This certified course offers participants a hands-on approach on collecting, structuring, and analyzing HR-related data in areas like workforce planning, performance management, diversity and inclusion, learning and development, recruitment, retention, leadership, and employee engagement. The practices shared come from highly renowned organizations around the world like Amazon, UPS, Nielsen, Westpac, and the Metropolitan Police.
- This data-driven approach ensures that HR professionals bring high-value input to people-related decisions and shape the future of their organizations using a scientific and unbiased approach.

## Course Methodology

- Case studies from the best multinational companies followed by practice sessions dominate the learning methods in this course which aims at strengthening participants' analytical skillset. In addition, mindset-changing will build participants' conviction about the paramount importance of data in all aspects of HR practices.
- The software used for data analysis is SPSS.

## Course Objectives

By the end of the course, participants will be able to:

- Demonstrate deep understanding of the use of data analytics in HR disciplines
- Implement data analytics tools and strategies to improve recruitment decisions, and predict employee turnover
- Analyze the impact of learning and development provision on employee motivation using linear regression
- Promote a culture of diversity and inclusion within their organization through significance statistical tests
- Predict employee performance using data from employee engagement surveys
- Apply HR data analysis strategies and tools in their own business environment

## Target Audience

- This course is targeted at HR professionals from all practices: learning and development, talent management, organization development, workforce planning, performance and rewards. HR business partners, and generalists would also benefit greatly from this workshop.

## Target Competencies

- Data analysis
- Decision making
- Storytelling
- Data visualization
- Recruitment and selection
- Employee engagement
- Performance management
- Learning and development
- Diversity and inclusion

### Data-driven HR analytics

- Definition of HR analytics
- The analytics process – using data to influence business decisions
- Data
- Metrics
- Analytics
- Action
- Information sources – HR data are not only found in HR departments
- The most commonly used HR information systems and data analysis platforms
- Basic statistics
- Types of variables
- Statistical significance
- Descriptive data vs. data analysis
- Modelling and predictive analysis
- How data are reinventing the HR functions
- HR professionals and data – how to synergize for the best of the business

### Data analysis of recruitment and prediction of employee turnover

- Dependent and independent variables
- Categorical and continuous variables
- Logistic regression analysis methodology - building predictive models
- Removing guesswork from recruitment decisions - data-informed candidate selection decisions
- Testing validity and reliability of candidate selection methods
- Predicting rejection and shortlisting of candidates
- Predicting employee turnover in your organization

## Data-driven learning and development – the impact of training provision on employee motivation

- Transforming answers of questionnaires into continuous data to expand analysis opportunities
- Questionnaire design - testing internal consistency of questionnaires - Cronbach's alpha measure
- Removing irrelevant answers from respondents (outliers) to questionnaires
- Testing if your data is representative using normality test
- Understanding the nature of relationship between business variables using Pearson's correlation
- Examining the impact of training provision variables on employee motivation using linear regression
- Simulating an alternative model to Kirkpatrick's model for evaluating training impact

## Deep analysis of diversion and inclusion in the organization

- The importance of diversion and inclusion (ethnic and gender) in organizations
- Wrong ways of using descriptive data to present a case of organization bias
- Significance p value and degrees of freedom
- t-tests and chi square test - a simple mathematical notion
- Exploring ethnic diversity across teams using descriptive statistics
- Reporting gender-biased promotions using t-tests
- Using multiple linear regression to model and predict ethnic diversity variation across teams

## Exploring relationships between employee performance, employee engagement, and profitability

- How to measure employee engagement
- Factor analysis to test the reliability of questions in an employee engagement survey
- Analyzing data to explore the relationship between customer loyalty levels and employee engagement levels
- Stepwise multiple regression - an effective tool to explore relationships among business variables
- Using stepwise multiple regression to model employee performance
- Revisiting multiple regression to predict employee sickness
- Modeling change in performance of employees over time using stepwise multiple regression

## Application of HR data analysis in business context - An eight-step methodology

- Step 1: Linking business strategies to people strategies
- Step 2: Identifying business challenges
- Step 3: Forming your business hypothesis
- Step 4: Gathering your data
- Step 5: Choosing analysis tools and strategies
- Step 6: Findings and decisions - turn data to insights