HRO TODAY

www.hrotoday.com

2022
2nd Annual HR Data Science Conference

April 25th – 26th, 2022 | AMA Executive Conference Center – Atlanta, GA

"Leveraging Technology and Developing Analytics to Optimize People Management"

Sponsored by:

RESOURCESOLUTIONS

Leveraging Advanced Analytics to Optimize People Management

Data science and machine learning become new trends as very promising methods of understanding and analyzing companies' structures and their workforce. Due to useful analytics results regarding how organizations find, hire, maintain, and retain employees, HR data analysis should play a significant role in operational activities of any business. However, most companies still face critical obstacles in the early stages of building their people analytics capabilities, preventing real progress. The majority of teams are still in the early stages of cleaning data and streamlining reporting. Interest in better data management and HR technologies has been intensive, but most companies would agree that they have a long way to go.

As the operating environment changes at an increasingly rapid pace, both capabilities and the technology used to manage and transform data need to be both robust, and increasingly flexible. People analytics teams must work together with their enterprise-wide technology groups in a rapid and nimble way to institute new technology platforms, evolve existing infrastructure, and maintain consistent enterprise-wide standards. Data collection is never the end game because there is a lot to be achieved. HR analysts need to work on various parts of the data by utilizing different models, algorithms, machine learning techniques, etc. to gain insights that can be useful. Data science tools help in creating reports, visualizing tools, and dashboards that will give a deeper knowledge of the HR functions and operations.

Data science and analytics are hanging how human resources should function in an organization by keeping strategy and operational efficiency in the center, and building new views and ideas that are people-oriented.

HRO Today's 2nd Annual HR Data Science Conference will share stories on the multiples benefits that can be accomplished when technology and capability come together to unlock the true power of data. Our expert speaker faculty will provide real-life examples on how advanced people analytics can be effective in optimizing a variety of organizational processes, from recruiting to engagement to talent management and workforce planning.

Session topics include:

- Data communication and visualization techniques

- How technology and digitization can impact the employee experience

- How predictive analytics can improve workforce planning

- Driving diversity and inclusion through data analytics

- Engagement Analytics

- Organizational network analysis

- Leveraging analytics to impact leadership development and succession planning

- Creating a data-led HR function

- Building a scalable HR technology strategy

Daniel Macdonald

Director of HR Technology & Operations

DoubleVerify

Tanille Rodman

Employee Experience Analytics Partner

AAA National

Brian Durkin

Data and Information Solutions Leader

USAA

Rajamma Krishnamurthy

Senior Director HR Technology

Microsoft

Genetha Gray

Lead People Research Scientist

Salesforce

Max Brawer

Head of People Analytics

Twitch

Michael Moon

Global Director Learning Experience and People Analytics

Align Technology

Serena Huang

Global Head of People Analytics, Visualization & HR Technology

PayPal

Manisha Bajaj

Head Global People Insights

Siemens Healthineers

Tom Scripter

Director People Analytics

Splunk

Brian Wiemhoff

Global HR Analytics Leader

Caterpillar

Faye Walshe

Global Head of Innovation

Resource Solutions

Main Conference Day One | April 25ᵗʰ 2022

9:00 am ET — Opening Keynote: Building Data-Driven HR Functions

Speaker: **Serena Huang,** *Global Head of People Analytics, Visualization & HR Technology,* **PayPal**

The Covid-19 pandemic has highlighted the strategic importance of the CHRO, much like the way the 2007-2009 financial crisis raised the profile of the CFO. There has never been greater demand for data and insights on a company's most valuable asset—talent. As a result, People Analytics has taken on responsibility of ensuring business productivity and employee well-being using data analytics. In this session, you will learn from a global head of people analytics with experience spanning across multiple industries on how to build a data-driven HR function. Specifically, you will learn:

1. How to build data story-telling muscle and improve data literacy within the HRBP community;
2. How to obtain leadership buy-in for data-driven talent decisions;
3. How to create analytics products that can scale across the enterprise.

9:45 am ET — 'State of the Nation' - Market Intelligence for Successful Sourcing and Recruitment

Speaker: **Faye Walshe,** *Global Head of Innovation,* **Resource Solutions**

Many organizations have tried and tested models of recruitment, standard sourcing methodologies, familiar routes to talent that are well trodden, and often successful, at least they were....

However, these talent attraction models are operating in a dynamic environment that is influenced by the actions of multiple mechanisms. Black Swan events, however improbable, have enormous impact when they do occur, as the COVID-19 pandemic demonstrated. The impact on supply chains was not just limited to microchips, but talent and people too.

Resource Solutions is providing its customers with Market Intelligence that empowers them to navigate successfully through the new dynamic. We'll explain how:

- We use analytics to analyze and inform best sourcing methodologies and route to market for talent.
- Support clients with demographic analysis for medium to long term organizational planning
- Use data analysis and insights to enable a clear view outside the silo drawing together multiple factors that influence specific role type recruitment

10:30 am ET — Break

Main Conference Day One | April 25ᵗʰ 2022

11:00 am ET "Is this Anonymous?" – Employee Listening Through a Variety of Survey Tools and Methods

Speaker: Tanille Rodman, *Employee Experience Analytics Partner*, AAA National

Employee feedback has become incredibly valuable in keeping up with the changes of the workforce throughout the pandemic. Knowing how to use the right tools to obtain regular and relevant data about employee sentiment is crucial for engagement and retention. This session will explore the ways you can leverage your HRIS survey tool to gather employee feedback, and, when it may be better to use alternative or anonymous tools to capture the employee voice.

- Get setup to receive good data: Learn how to communicate to your employees the difference between anonymous and confidential surveys
- Capturing the right data: Explore opportunities to use different survey tools for different outcomes in the employee lifecycle
- Using the data: Identify how regular employee listening can inform business decisions

11:45 am ET Programming for Inclusion - How to Democratize Data to grow Inclusive Behaviors

Speaker: Max Brawer, *Head of People Analytics*, Twitch

There's an irony and a magic to how robotic, automated scripts can mobilize data to drive outcomes in human behaviors. There's no topic more pressing to the workplace today than Inclusion, but that component of the D&I acronym is historically harder to measure and work with in a structured way than demographics which are easily tabulated. In a remote, online environment where interactions are digital, we worked to find ways to grow inclusion through technology. In this session we will highlight areas where you can innovate by incorporating and then measuring data in this new frontier in order to build an organization that prove it has cultivated inclusion. Items include:

- Ways to build better meeting behaviors and encourage them digitally
- Deploying automated surveys and nudges that give employees new venues in which to give feedback to senior leaders (e.g., in meetings, in written comms)
- Finding the appropriate level of transparency for public-facing and internal-only D&I reports that make your teams feel seen
- Building a framework and mechanism for understanding the actual outcomes of D&I programs, such as employee resource groups

12:30 pm ET Lunch

Main Conference Day One | April 25ᵗʰ 2022

1:30 pm ET   Leveraging Organizational Network Analysis to Optimize Talent Decisions

Speaker: Michael Moon, *Global Director Learning Experience and People Analytics*, Align Technology

In today's workplace it has become inherently clear that it is the ties and the relationships between individuals - and not necessarily individual attributes - that really matter in their efforts to optimize their talent. Organizational network analysis (ONA) essentially looks at how people are connected to other people, and how [networks] help people be better together. With the right data on interactions, you can mathematically analyze and visually depict the locations of employees within their social networks and see who's connected to whom.

As organizations try to expand their talent management focus to include teams, the traditional approaches to assessing and measuring talent are not as effective. Social network analysis enhances the role of HR and helps them to provide modern data-based decision-making approaches to the management of their people. From attraction to development and retention, bringing awareness to the types of structures that exist in an organization is just the first step in helping companies capitalize on the unique and truly inimitable value of their human and social capital.

Topics covered:

- The basics of network analysis, network measures and their importance to organizations
- How the analysis of networks can be applied to talent management, leadership development, workforce analytics and other HR programs (including case studies)
- How organizations can get started with ONA
- Broad understanding of the existing resources -- technology and services -- available to help collect, analyze and visualize network data

2:15 pm ET   Succession Analytics - Using Data to Allow Successful Succession Planning

Speaker: Manisha Bajaj, *Head Global People Insights*, Siemens Healthineers

Succession planning is a critical tool to ensure identification and preparation of future leaders to take on critical roles in the company and keep business moving forward. This session will focus on how People Analytics can play an important role not only in identification of high potential talent but also refinement of the succession process to allow for good and successful succession planning outcome.

- Learn how to use data to refine succession planning process
- Share what some of the measures of success could be for succession planning
- Learn how to bring a diversity lens into succession process
- Identify how to infuse engagement and retention of successors into your data review

3:00 pm ET   Conference Day 1 Sessions Conclude

Main Conference Day Two | April 26th 2022

9:00 am ET   Modern HR Innovation and Digitization - Empowering Enterprises and Employees

Speaker: Rajamma Krishnamurthy, *Senior Director HR Technology*, Microsoft

The dynamics of how and why people work is changing, impacted by and in parallel with broader social, economic and technological shifts on a global scale. Skilled labor markets are more competitive than ever, and we must excel in attracting, retaining, growing and reskilling top talent to compete in this new environment.

Employee expectations have changed dramatically in the last decade. How does one then set up the HR digital transformation in this experience age? How can companies set up focus areas for better analytics and experiences, that can help enterprise be agile in the face of challenges and ensure that they can engage and retain necessary talent?

This talk will address the above in the context of how Microsoft is making investments in HR Technology and Employee Experiences to leverage the same for agility, connected data and delightful experiences

Come to learn:

- How to set up the modern HR vision that focuses on Employee Experiences
- How to plan and execute on leveraging the investments for an agile enterprise and engaged employees.

9:45 am ET   Talent Acquisition Metrics - Path to Analytics Maturity

Speaker: Brian Wiemhoff, *Global HR Analytics Leader*, Caterpillar

In today's hypercompetitive market for talent, Talent Acquisition plays a more important role than ever in bringing the right talent to an organization. As we start to contemplate success metrics around the profiles and skills that will allow us to achieve our business goals, core metrics around our recruitment processes are foundational in our ability to deliver that next level value from an analytics standpoint. This session will focus on building those common efficiency and effectiveness metrics that will enable Talent Acquisition teams to effectively manage their organizations and processes for success.

- Learn how to build support and credibility around common metrics for Recruiting Leaders
- Understand how to define what metrics are critical to the business to ensure operational excellence as a Recruiting function
- Learn how to use talent acquisition metrics to enable more strategic conversation with the business around success metrics from a broader talent perspective

10:30 am ET Break

Main Conference Day Two | April 26th 2022

11:00 am ET 'Cloud First' HR IT Architectures for Global SMBs & HR Analytics - How to Develop a Scalable, Adaptable & Secure HR Tech Strategy that Considers 'Emerging' HR Systems Across Global Markets

Speaker: Daniel Macdonald, *Director of HR Technology & Operations*, DoubleVerify

For those of us in the field of HR, Operations & Analytics - has there ever been a time that we did not need to prioritize major change? If' 'Analytics' is our objective - research suggests that SMBs are focused primarily on simply updating, refreshing & distributing data.

Daniel will share his HR Tech Ops Strategy at DoubleVerify and his 'Cloud First' approach to HR Operations and People Analytics. Throughout the discussion, he will review the topic in the context of global markets, A.I. technologies, data science & HR operations.

Key Learning Concepts:

- Practical examples of a 'Cloud First' HR strategy and what it will take to succeed.
- Historical HR approach to operating systems vs. 'Platform as a Service' (PaaS).
- What data management skills does the HR profession need, or how do we find them?
- What can the HR function learn from traditional IT: 'Agile' DevOps, Data Science & A.I.

11:45 am ET The Role of Data Science in DEI Initiatives

Speaker: Genetha Gray, *Lead People Research Scientist*, Salesforce

Over the past couple of years, many organizations have made commitments to focus on diversity, equity, and inclusion (DEI) at work. These commitments come in the form of initiatives which can be difficult to operationalize. What programs can be implemented? How will they meet the DEI needs, wants and goals of the employees and the company? What metrics should be used to measure progress and assess success or failure? How can successes be maintained, and failures corrected?

In this session, we will discuss the importance of using data to assess the success or failure of DEI initiatives as well as how data science can be used to uncover issues, prescribe solutions, and project future outcomes. We will review things to know about the data as well as how best to present results.

Learning Objectives/Takeaways:

- Recognize that the role of data scientists in DEI goes well beyond descriptive demographics of the workforce
- Learn how to use data to inform decision makers about how realistic DEI goals are and how reaching goals will impact the company
- Identify "gotchas" in DEI data and models
- Identify data visualization techniques most appropriate for DEI data

Main Conference Day Two | April 26th 2022

12:30 pm ET Lunch

1:30 pm ET **Reading Data - What's the Story?**

Speaker: Brian Durkin, *Data and Information Solutions Leader*, USAA

The continuous growth and increased availability of people data should lead to a wealth of knowledge about the workforce. However, many organizations are left "data rich but insight poor" without visualization techniques that enable effective data exploration and storytelling. Your data may be trying to tell you something you didn't expect… or weren't even looking for. Do you see it?

- See examples of how USAA uses data visualization techniques with people data.
- Learn how the breadth and depth of a dataset can impact insights.
- Understand when off-the-shelf tools and custom solutions can add value.

2:15 pm ET **Establishing and Scaling an Analytics Function - Lessons in Evolution**

Speaker: Tom Scripter, *Director People Analytics*, Splunk

A decade ago, someone touting the benefits of "people analytics" probably would have been met with blank stares. Was there value to be gleaned from HR data? Absolutely. But firms were thinking more narrowly about the potential—focusing on core HR systems and gathering straightforward information, such as snapshots of regional head counts or the year's average performance evaluation rating, rather than using analytics capabilities to manage talent and make evidence-based people decisions.Today, however, people analytics teams are more commonplace. What's striking though, are the differences in which approach building their people analytics capabilities. Team size, composition, and organization vary widely, and priorities for capability development and maturation differ significantly. This session will provide strategies for those looking to build a solid foundation for future people analytics success.

Participants will learn:

- Advantages in enforcing a crawl/walk/run approach
- Importance of federated and governed frameworks
- Benefits from partnering across the enterprise
- Managing scalability (lessons learned from software development)

3:00 pm ET **Conference and Day 2 Sessions Conclude**

REGISTRATION | 2nd Annual HR Data Science Conference
April 25th – 26th, 2022

HRO TODAY

Options	Standard Pricing
2-day In-Person Pass	$1,695
2-day Virtual Pass	$895

Attendee Name

Title

Company

Address

City　　　　　　　　　**State/Province**

Zip/Post　　　　　　　**Phone**

Email

Payment Information

Account No.

Expiration Date　　　　　　**Security Code**

Type　　　　Visa　　　　Mastercard　　　　AMEX　　　　Discover

Billing Address

City State/Province

Zip/Postal

Make Checks Payable in US Dollars to: HRO Today // re: 2nd Annual HR Data Science Conference // SharedXpertise Media, 123 South Broad Street, Suite 2570, Philadelphia, PA 19109

REFERENCE: Please fill out & include registration form with payment.

PAYMENT POLICY: Payment is due in full at the time of registration and includes Breakes and refreshments. Your registration will not be confirmed until payment is received and may be subject to cancellation.