



2021 VIRTUAL LEADERSHIP SERIES

HR Data Science Conference

*Leveraging Technology and Developing Analytics Capabilities
to Optimize People Management*

February 24th - 25th, 2021



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HR Data Science Conference

*Leveraging Technology and Developing Analytics Capabilities
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The expansion of technologic capabilities and the application of data science methods and techniques allow new approaching the solution of complex tasks in terms of mathematics, and statistics for the various aspects and areas of our life, work and business.

Humans-based decision tasks are not an exception. However, the technology revolution that is currently underway in HR could be totally undermined if HR practitioners do not have the skills needed to make the most of new digital solutions.

While HR is one of the last operational areas to see the full force of technology transformation, it is in the crosshairs of an increasing number of software vendors. Technology strategists look at the outdated and manual processes that still occur across HR as the perfect opportunity for automation solutions. After all, data can be a potent tool to better understand employees and their engagement levels. It can transform the length and breadth of the HR function. It can come in handy to reduce hiring bias, improve employee relationships, find drivers of performance, and help manage attrition.

While starting analytics initiatives, organizations often scramble to decide on the right tool. Usually it is a classic case of analysis-paralysis to optimize tool selection. The assumption is that the tool dictates the extent of what can be created. In reality, you don't need fancy tools or pricey investments. The quality of approach determines the real value of analytics. The algorithms need as much context, as computing power. Getting the process right can be an enabler, but a lot depends on the quality of your team.

HRO Today's HR Data Sciences Virtual 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.



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HR Data Science Conference

■ Session Topics Include:

- Using a data driven approach to talent acquisition
- How Predictive analytics can improve workforce planning
- Applying AI and Machine Learning to HR processes
- Engagement Analytics
- Measuring the ROI of people analytics
- Leveraging technology to impact employee experience
- Data-led culture change

Confirmed Speakers Include:



• **Carla Spina**, Vice President Human Resources, **Echelon Insurance**



• **Luis Ticas**, Manager Human Resources Analytics and Systems, **CAA South Central Ontario**



• **Blair Carlson**, Head of People Analytics, **Hewlett Packard Enterprise**



• **Peter Cappelli**, Professor of Management and Director of the Center for Human Resources, **Wharton School University of Pennsylvania**



• **Kelsey Kline**, Head of Talent Research and HR Data Science, **Intel**



• **Stephen Chesley**, Senior Workforce Planning and Analytics Program Manager, **NASA**



• **Michelle Deneau**, Senior Director of Employee Insights and Technology, **Adobe**



• **Michael Beygelman**, Founder and CEO, **Claro Analytics**

Confirmed Speakers Include:



• **Michael Manning**, Vice President Talent Management Operations, **T. Rowe Price**



• **Trevor Teason**, Director People Analytics, **Capital One**



• **Erin Dunn**, Director Organizational Effectiveness, **Graybar**



• **Christy Fishel**, Manager HR Analytics and Reporting, **Graybar**



• **Paul Harty**, Chief Solutions Officer, **Sevenstep**



• **Yates Baker**, Vice President Client Solutions, **Sevenstep**



• **Hai Harari**, Global Director People Analytics and Technology, **Intuit**



Time (ET)

11:00am

Welcome and MC Intro

11:05am

Opening Keynote: Stop Overengineering People Management - How Optimization Can Disempower Employees



Peter Cappelli, *Professor of Management and Director of the Center for Human Resources*, **Wharton School University of Pennsylvania**

For decades, the business world has embraced worker empowerment. But recently a countermovement--workforce optimization--has been on the rise. It treats labor as a commodity and seeks to cut it to a minimum by using automation and artificial intelligence, tightly controlling how people do their jobs, and replacing employees with contractors. This approach is especially prevalent in the tech sector and the gig economy. And it is cause for deep concern. Taking responsibility away from workers demotivates them and can undermine productivity and innovation. When algorithms make all the decisions, it isn't even clear how employees can make suggestions. Though many processes can still be improved by optimization, managers shouldn't choose it over empowerment. In this session, Wharton Professor Peter Cappelli will share strategies to find the right mix of the two approaches and discuss the successful "lean production" model.

11:40am

Labor Market Intelligence - The New Competitive Advantage for HR Leaders



Michael Beygelman, *Founder and CEO*, **Claro Analytics**

The global pandemic and social issues are transforming how HR leaders think about talent. Labor market intelligence provides unique insights: who's hiring and where, real-time salaries, talent location and market mapping, talent retention and attrition modeling, and diversity and gender analytics. HR leaders are relying on this actionable information to help their organizations navigate the shifting world of work.

This interactive session will provide value to organizations looking for ways to improve their current People Analytics approach, as well as organizations that are just beginning their journey:

- Discuss real-world applications and the technology landscape
- Learn about the most relevant use cases for labor market intelligence
- See case studies of how leading organizations have operationalized their insights
- Participate in a fun exercise using a live labor market intelligence tool



Time (ET)

 12:15pm

Match Made in Heaven – Bringing Together HR Technology and People Analytics at Adobe

 **Michelle Deneau**, *Senior Director of Employee Insights and Technology*, **Adobe**

As data has become a mainstay for driving talent decisions and employees expect consumer grade experiences from their employers, the partnership and collaboration between HR Technology and People Analytics teams has become crucial. This session will focus on the transformation of Adobe's Employee Experience Insights & Technology team from siloed functions to a single organization with a unified mission. Jointly tackling projects like system implementations, data governance, and dashboard & metric design.

- Identify critical success factors and cautionary tales.
- Learn about how the roles and operating processes were defined and implemented
- Importance of bringing others along on the journey

 12:50pm

Break



Time (ET)

🕒 1:15pm

Strategic Listening – Using Employee Feedback Though COVID-19 to Shape Workplace Strategies

🗣️ **Blair Carlson**, *Head of People Analytics*, **Hewlett Packard Enterprise**

COVID-19 has changed a lot about the way we work and has raised new questions. Can my team be as productive working from home? What concerns do my team members have about returning to the office? In the future, what percentage of time would my team members prefer to work from the office? Insights on these and many other questions can be gathered through an effective listening strategy. This session will focus on techniques of leveraging employee surveys to gather valuable input that senior leaders can use to address pressing business questions. We'll review a case study of how a large technology company leveraged the results of employee surveys to shape and gain confidence in defining a bold, new workplace strategy.

- Learn approaches to designing surveys that will give you the input you need
- View samples of reports and visualizations that quickly tell a story
- Learn ways to further analyze data to uncover fresh insights
- Hear how to leverage data to influence senior leaders in making bold decisions

🕒 1:50pm

Using Data Analytics to Strengthen Strategic Workforce Planning

🗣️ **Stephen Chesley**, *Senior Workforce Planning and Analytics Program Manager*, **NASA**

When planning to launch a new product, service or mission, it is important to have the right processes, funding and tools in place to ensure a successful endeavor. Without the right people on the team, however, it is difficult to fully succeed. Workforce planning is essential for determining the needs for a successful team and Strategic Workforce Planning is essential for understanding the workforce needs of all teams, now and in the future. NASA has been widely recognized as a leader in strategic workforce planning innovations and techniques in the public sector. This session will focus on some of the ways that NASA uses data analytics to inform, support and drive strategic workforce planning.

Key concepts

- Data analytics enhances an understanding of workforce and workforce needs
- An emphasis on tomorrow's workforce begins by understanding today's workforce
- Forecasting future work and workforce needs
- How data leads to strategy



Main Conference **Day 1** | February 24th 2021

Time (ET)

 2:25pm

Capturing the Voice-of-Employees in a Virtual Environment

 **Hai Harari**, *Global Director People Analytics and Technology*, **Intuit**

Nowadays, when most employees are working from home, companies are seeking to understand the employees' sentiment frequently: How is their well-being? Do they have new productivity barriers? What are the questions that are top of mind? How can leaders be helpful? Which issues do we need to address immediately?

At Intuit, we developed a new digital approach of listening to our employees by leveraging existing and new listening posts – 'Always on survey', HR Tickets, Ears-on-the-ground, glassdoor, slack and more. We declared an objective to have a comprehensive view on the voice of our employees and allow Intuit leadership to act thoughtfully on issues that drive higher engagement, lower attrition, increase productivity and improve our overall employee experience. In the session, we will share our process of capturing employees' voices from many data sources to provide a weekly snapshot of our company leadership, the business impact it had during the pandemic, and our plans for the future.

 3:00pm

Conference Day 1 Concludes



Main Conference Day 2 | February 25th 2021

Time (ET)

11:00am

Welcome and MC Intro

11:05am

Actionable HR Analytics- Move Beyond Basic Reporting to Unlock Meaningful Insights that Drive Business Outcomes



🗣️ **Paul Harty**, Chief Solutions Officer, **Sevenstep**

🗣️ **Yates Baker**, Vice President Client Solutions, **Sevenstep**

The role of data continues to play an increasingly important role in companies as business leaders search for more insight to drive strategic decisions and maximize organizational performance. HR data is no different, yet many HR departments struggle to use the vast amounts of data they collect to provide meaningful insights to the larger business. This session focuses on designing a more effective measurement and analysis strategy that transforms your data from historical reports to predictive analytics with actionable insights.

- Narrow your focus and concentrate on small wins
- Identify data integrity issues and build a path to trust
- Evaluate your tools and talent and identify gaps
- Develop an "actionable" mindset



11:40am

Attrition Modeling- Using Machine Learning to Retain High Performers



🗣️ **Carla Spina**, Vice President Human Resources, **Echelon Insurance**

🗣️ **Luis Ticas**, Manager Human Resources Analytics and Systems, **CAA South Central Ontario**

Turnover happens due to multiple reasons and creates challenges. This presents a great challenge when we find out that those leaving are high performers. According to Harvard Business Review cost of an employee is X2 salary, but the cost of a high performer is 400% more productivity than the average performer. In this session we will be going over how organizations can use historical employee information to do data mining, feature engineering and develop a first proof of concept attrition model by Python. Once the classification model is validated, how to work with HR business partners in being proactive in retaining high performers.

Key concepts are:

- Learn how to leverage historical employee data and use data cleaning for data analysis
- Understand which classification model works best for your strategy
- What metrics work best in understanding the validation of the model (Accuracy, Sensitivity, Specificity, AUC or F1 Score)
- Calculate the ROI (Cost of turnover) of your predictions to show business cost
- Working with HR Business partners to develop pro-active talent retention plans





Main Conference Day 2 | February 25th 2021

Time (ET)

12:15pm

Supporting Business Strategy through Data - The Graybar Case Study Method

 **Erin Dunn**, *Director Organizational Effectiveness*, **Graybar**

 **Christy Fishel**, *Manager HR Analytics and Reporting*, **Graybar**

Moving up the analytics maturity curve can be difficult but communicating your analytical findings to executives can be even more of a challenge. If your findings are not communicated well, they will not move business strategy forward the way your data suggests. In this session you will learn how Graybar was able to evolve their human capital analytics team from operational reporting to predictive and prescriptive case studies. These case studies are used by the executive team to inform both business and people strategies.

- Moving up the analytics maturity model to prescriptive analytics
- How to take business questions and build answers to them
- How to communicate your analysis and outcomes in way that resonates with executive leadership
- Explore examples of Graybar's analytics and case studies

12:50pm

Break

1:15pm

Talent Optimization - Applying Data Science Principles and Methods to Add Strategic Value

 **Kelsey Kline**, *Head of Talent Research and HR Data Science*, **Intel**

People analytics functions are now commonplace, at least in large organizations. Most executives recognize talent as a foundational competitive advantage in today's environment and therefore highlight people analytics as a top priority for their organization. That said, many leaders still struggle to make meaningful use of people data. This happens because there is a lot of enthusiasm for data-driven HR but many barriers remain to successfully applying people analytics. For example, large organizations often face challenges getting buy-in or establishing the data acumen needed for customers to use data science output. Meanwhile, smaller organizations often face challenges with obtaining and processing data in the first place. This session will focus on strategic talent planning and optimization as a use case for applying data science methods. Through this use case, we will also explore the value chain of data science in HR and how to mitigate against some of the more common barriers and risks when working with people data.

After participating in this session, you should be able to:

- Articulate how a data science team adds value in an HR organization
- Understand how data science methods can be applied to optimize talent planning
- Anticipate and recognize common risky uses of data science and AI in talent decision making and how to mitigate your risk



Main Conference Day 2 | February 25th 2021

Time (ET)

🕒 1:50pm

Using Analytics to Improve Recruiting Performance

 **Trevor Teason**, *Director People Analytics*, **Capital One**

The concept of analytics in HR can no longer be considered new, but many organizations are still struggling to turn HR data into valuable insights. Recruiting is arguably the first area People Analytics teams should target to create impact. In Recruiting, data is bigger and richer than other areas of HR, and there are great opportunities to demonstrate ROI. That said, analytics teams need to be incredibly focused on choosing the right metrics, ensuring data quality at scale, and building products that change behaviors to fully realize value.

In this session you will learn how to:

- Identify the key metrics to improve organizational effectiveness in recruiting
- Learn why data quality is paramount and how to improve it
- Learn why a customer-backed product development approach is key to success

🕒 2:25pm

Using Projective Analytics to Shape the Future Workforce

 **Michael Manning**, *Vice President Talent Management Operations*, **T. Rowe Price**

With an enhanced focus on DEI many companies are working to determine the possible future mix of their workforce. Rather than guessing at representation percentages this presentation will cover a projective methodology that will show leaders where and how they can increase representation and model various scenarios to identify achievable representation goals.

- Learn a simple model to show future impacts of departure and hiring trends on a given workforce segment
- Identify which variables will have the largest impact and quantify their contribution to the future workforce mix
- Gain agreement on future representation goals through understanding ranges of possible outcomes

🕒 3:00pm

Conference and Day 2 Sessions Conclude

REGISTER INFORMATION

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