HRO TODAY
EDUCATION AND EVENTS

HR Data Analytics & AI Summit

February 26-27, 2024 | Atlanta, GA

Patrick C. Daniel
Chief Human Resources Officer
General Aviation Terminal

Auychai Suvanujasiri
Director of Data Science
BAE Systems

Michael Beygelman
VP, Product
Claro, A WilsonHCG Company

Glenn Hernandez
Director of People Analytics
Chenmed

Mariya Meshcheryakova
Senior Manager – People Analytics
Equitable

Brigitte Armon
Director of People Analytics
Morning Consult

Rana Dalbah
Senior Director, Advanced Analytics and Insight
BAE Systems

Shally Steckerl
Global Head of Talent Sourcing and People Analytics
LTK

Erin McGuire
People Analytics Lead - North America
Mondelēz International

Tiffani Murray
Director HR Tech Partners, Global Talent Organization
LinkedIn

Jeannine Arntzen
Compensation and People Analytics
Senior Manager – HR
Plante Moran

Gustavo Pérez Padilla
People Analytics Global Manager
Grupo Bimbo

Chris Coleman
Manager, People Analytics
Western Governors University

Amanda Dodge
People Analytics Partner
Western Governors University

Trent Cotton
Vice President of Talent and Culture
Hatchworks

Derrick Barton
CEO, Center for Talent Solutions and Founder
Incredible LIFE Network

Main Conference Day One | February 26, 2024

8:00 am **Registration & Breakfast**

8:45 am **Chairman's Opening Keynote: AI Impacts YOU-nique Talent to Deliver Organization Results**

Derrick Barton, *CEO, Center for Talent Solutions and Founder,* Incredible LIFE Network

Results happen when people take action… So the key "Analytics" question is: What decision will it help me make and what action will it help me take?

- Experience how Critical Capabilities (CLARITY + SHARE + ACTION) drive people to increase engagement, drive development, and cause people to stay delivering organization sustainable performance.
- How AI (Authentic Insight) equips "Managers" to make the greatest impact within the operating culture.

9:30 am **Case Study: Advances in Sentiment and Categorization of Free Text**

Rana Dalbah, *Senior Director, Advanced Analytics and Insight,* BAE Systems

Auychai Suvanujasiri, *Director of Data Science,* BAE Systems

By focusing on NLP and the use of Transformers, BAE Systems has been able to create a categorization and sentiment model that is ~90% accurate by categorizing over 8K comments from 8 surveys with data spanning 6 years.

- To what extent has this model allowed BAE Systems to harmonize the categories across all surveys and make them relevant to BAE's workforce and leadership?
- Leverage work to quickly build a bot that searches knowledge articles and policies by combining LLMs
- What is next? Opportunities, challenges and successes

Main Conference Day One | February 26, 2024

10:00 am Navigating the Challenges of People Analytics: Unveiling the Hidden Potential

Patrick C. Daniel, *Chief Human Resources Officer,* General Aviation Terminal

In today's data-driven world, Human Resources (HR) professionals are increasingly turning to people analytics to optimize decision-making and enhance organizational performance. However, implementing people analytics comes with a unique set of challenges.

This presentation will offer practical strategies to overcome these hurdles, empowering HR teams to harness the true power of people analytics for strategic organizational growth.

- Tackling concerns over data privacy and ethics
- Upskilling your teams to develop data literacy and analytical competencies
- Aligning analytics with HR strategy
- Transforming raw data into actionable insights
- Key performance indicators (KPIs) to evaluate the impact of analytics initiatives on HR and overall business outcomes

10:30 am Coffee & Networking Break

10:50 am Ethical Considerations in AI and HR Decision-making

Shally Steckerl, *Global Head of Talent Sourcing and People Analytics*, LTK

As HR Data Analytics embraces machine learning, large language models, and autoregressive modelling, it pioneers data-driven HR strategies and ethical AI implementations. Leveraging predictive analytics, natural language understanding, and intelligent decision-making, it transforms HR. This empowers precise decision-making, personalized employee experiences, and optimized talent processes, fostering agile HR. However, these advances raise ethical concerns, necessitating robust governance for fairness, transparency, and compliance. Exploring the ethics of AI-driven HR, this presentation highlights key considerations for organizations

- Transparency and Accountability: the importance of transparent AI algorithms and models in HR decision-making
- Methods for ensuring accountability in AI-driven HR processes, including clear roles and responsibilities
- Addressing the critical issue of bias in AI and how it can affect HR decisions
- Best practices for mitigating bias and promoting fairness throughout the employee lifecycle.
- Privacy and Data Security: delving into the ethical handling of employee data and the significance of data privacy
- Human-Centered AI: the need for human oversight in AI-driven HR decision-making

Main Conference Day One | February 26, 2024

11:20 am — Using AI To Extract Actionable Insights From Labor Market Data

Michael Beygelman, *EVP, Product,* Claro, A WilsonHCG Company

Every month business leaders hold their breath in anticipation of the latest employment figures or the JOLTS report from the Bureau of Labor. There's also alternative labor market data that comes from job boards and third-party sources. This leaves businesses with two options: wait for some news outlet to write a biased analysis of this myriad data or develop their own analysis, the latter being nearly impossible to do in a timely manner until recent advancements in artificial intelligence.

Attendees of this session will take away practical learnings:

- What kind of risk/reward is associated with different data sources
- AI's role in leveraging labor market data to answer business questions
- Free (or basically free) resources available to help accelerate data analysis
- Examples of paid resources and their cost/benefit

12:00 pm — Lunch and Networking

1:00 pm — Rethinking your predictive analytics strategy: a case study

Gustavo Pérez Padilla, *People Analytics Global Manager,* Grupo Bimbo

In this presentation, Gustavo will discuss how Grupo Bimbo uses predictive analytics successfully today. He will explore:

- The roadmap to effective predictive analytics
- Predictive analytics initiative prioritization
- What, why, and how to use It
- Best ways to redesign your strategy through co-creation
- Lessons learned, challenges and successes

Main Conference Day One | February 26, 2024

1:30 pm — Talent Metrics: Are you looking at the right bullet holes?

Trent Cotton, *Vice President of Talent and Culture,* Hatchworks

Hiring the right talent is not just beneficial but critical for any organization's success. Effective recruitment is a complex process that goes beyond just filling open positions; it is about finding the right individuals who will contribute positively to the organization's culture and goals. To streamline this process and make data-driven decisions, recruitment metrics have become indispensable. These key recruitment metrics serve as quantifiable measures to evaluate the efficacy of recruitment strategies, thereby helping in enhancing the overall hiring process. The problem: You're probably looking at the wrong metrics.

1. Difference between leading and lagging metrics
2. Why time to fill and other stagnate metrics are worthless
3. Why your talent team, above any HR team, needs to have their data game together

2:00pm — Overcoming Challenges in Implementing HR Data Analytics

Chris Coleman, *Manager, People Analytics,* Western Governors University
Amanda Dodge, *People Analytics Partner,* Western Governors University

HR Analytics Technology is progressing fast, with new shiny objects, like AI, being introduced. All this new tech is very exciting, but it becomes a burden, if trust and data literacy among stake holders/executive sponsors isn't there. If there isn't a strong foundation, the analytic building will crumble, and your projects won't be a success. I plan to share my journey, from the beginning, of establishing trust, through effective communication and insight delivery. Buckle up!

- An overview of key enterprise-wide concerns – from the top to the bottom – and how to overcome them
- Winning change management strategies that really work
- Building strong foundations – key requirements

2:30pm — Afternoon Coffee

3:00 pm — THINK TANK BLOCK

1) Ethical and Legal Issues with Automation and AI	*2) Analytics to Drive Improved Recruitment in Today's Climate*

Main Conference Day One | February 26, 2024

3:45 pm — Fireside Chat: Embracing Data-Led Culture Change: Empowering HR Professionals for Organizational Success

Moderator: Derrick Barton, *CEO, Center for Talent Solutions and Founder,* Incredible LIFE Network

Panelists:
Glenn Hernandez, *Director of People Analytics,* Chenmed
Chris Coleman, *Manager, People Analytics,* Western Governors University

In the digital age, data has become the lifeblood of successful organizations, driving decision-making, strategy formulation, and innovation. For HR professionals, fostering a data-led culture change is essential for aligning HR initiatives with broader organizational goals. This presentation will delve into the transformative power of data-led culture change, including:

- Understanding the impact of data-led culture: foster evidence-based decision-making, transparency, and accountability
- Building data literacy and competencies to make data-informed decisions
- How data-led culture change influences HR practices
- The transformative potential of people analytics in HR decision-making, from predicting attrition to identifying high-potential employees and creating personalized learning paths

4:15 pm — Crawl Before you Sprint: A Guide to Problem-Focused Analytics

Mariya Meshcheryakova, *Senior Manager – People Analytics,* Equitable

This presentation will provide practical insight into the application of targeted, problem-focused analytics to address context, scope, and impact. Learn how to successfully leverage this approach to make data-driven decisions.

- Focusing your analytics on solving problems: what works?
- Moving your analysis from "that's interesting" to "that's actionable"
- Understanding how you build your analytics capabilities up over time without sacrificing the ability to drive value in the meantime

4:45 pm — Chairman's closing summary

Derrick Barton, *CEO, Center for Talent Solutions and Founder,* Incredible LIFE Network

5:00 pm — Cocktail & Networking Reception

Main Conference Day Two | February 27, 2024

8:30 am — **Registration & Breakfast**

8:50 am — **Chairman's welcome and Opening Keynote**

Derrick Barton, *CEO, Center for Talent Solutions and Founder,* Incredible LIFE Network

9:00 am — **Opening Keynote Presentation: Transforming Talent Acquisition: Harnessing the Power of Data-Driven Strategies**

Erin McGuire, *People Analytics Lead - North America,* Mondelēz International

Leveraging a data-driven approach to talent acquisition has emerged as a game-changer, providing invaluable insights to optimize recruitment strategies, streamline processes, and secure top talent. This presentation explores the immense potential of data-driven talent acquisition to revolutionize recruitment efforts.

- Unleashing hidden talent pools: how data analytics can help identify untapped talent pools, both internally and externally, and uncover potential candidates who may have been overlooked using traditional methods
- Developing predictive hiring models to forecast future hiring needs, assess candidate fit, and optimize the recruitment funnel
- How data-driven insights can be used to optimize the candidate experience: from personalized communication to streamlined application processes, leading to increased candidate engagement and brand advocacy

9:30 am — **The Role of Analytics in Employee Engagement Programs**

Brigitte Armon, *Director of People Analytics,* Morning Consult

By incorporating analytics into a wider employee listening strategy, HR professionals can more effectively translate survey data into actionable insights for leaders, driving follow-through that elevates the employee experience. Join this presentation to explore how engagement analytics enhance your listening programs.

- Using analyses to prioritize pain points and opportunities for improvement
- Integrating with non-survey data to predict attrition hotspots, evaluate reward effectiveness, and determine intervention effectiveness

Main Conference Day Two | February 27, 2024

10:00 am — AI: The Secret Weapon for Retaining Top Talent via the GPS (Giving PCPs Support) ML Project

Glenn Hernandez, *Director of People Analytics,* Chenmed

Well PCPs = better patient care. Advancing PCP well-being is essential to the company vision. By identifying declining well-being in PCPs, HR business partners and clinical leaders can engage at-risk individuals and improve physician-patient relationships.

This initiative, which uses AI to identify and intervene with at-risk providers, has successfully stabilized provider engagement and attrition to pre-pandemic levels. This presentation will look at:

- An overview of PCP – successes and challenges
- Engaging key stakeholders: top requirements
- Translating data and insight into performance improvement
- What is next?

10:30 am — Coffee & Networking Break

10:50 am — Fireside Chat: Harnessing the Power of Artificial Intelligence

Moderator: Derrick Barton, *CEO, Center for Talent Solutions and Founder,* Incredible LIFE Network

Panelists:

Tiffani Murray, *Director HR Tech Partners, Global Talent Organization,* LinkedIn
Shally Steckerl, *Global Head of Talent Sourcing and People Analytics,* LTK

With the advent of AI technologies, HR analytics has reached new heights, unlocking unprecedented possibilities for data-driven insights and predictive modelling. This presentation will explore the transformative benefits of integrating AI into HR analytics, equipping HR professionals with the knowledge and strategies to leverage artificial intelligence for enhanced data analysis

- An introduction to an AI-driven approach: what, where and how?
- Leveraging AI to streamline data processing: analyze vast datasets more efficiently and extract meaningful insights
- Leveraging machine learning capabilities to enhance predictive analytics

Main Conference Day Two | February 27, 2024

11:20 am	THINK TANK BLOCK
1) Managing your Tech Stack	**2) Change Management Strategies**

12:00 pm	Lunch

1:00 pm	Fireside Chat: Leveraging People Analytics for Effective Diversity and Inclusion (D&I) Initiatives

Moderator: Derrick Barton, *CEO, Center for Talent Solutions and Founder,* **Incredible LIFE Network**

Panelists:

Jeannine Arntzen, *Compensation and People Analytics Senior Manager – HR,* Plante Moran

Shally Steckerl, *Global Head of Talent Sourcing and People Analytics,* LTK

Brigitte Armon, *Director of People Analytics,* Morning Consult

People analytics offers a powerful framework to support D&I work, enabling organizations to identify opportunities, mitigate biases, and create a truly inclusive environment. In this presentation, we will explore how people analytics can be harnessed to bolster D&I efforts, fostering a culture of inclusion, support and empowerment.

- Strategies to mitigate bias and discrimination: uncovering the potential for bias in people analytics algorithms and models, and the subsequent risk of perpetuating discrimination
- An overview of patterns and trends related to D&I metrics, such as representation, pay equity, and career progression, to identify areas of improvement
- How can data-driven decision-making minimize bias and create a more equitable and diverse talent pipeline?
- Tracking and measuring D&I progress: the role of people analytics to establish key performance indicators (KPIs) and track D&I progress over time
- How data-driven insights can guide the formulation of effective D&I strategies and facilitate evidence-based decision-making

Main Conference Day Two | February 27, 2024

1:30 pm **Case Study: Building a Roadmap for your People Analytics Team**

Jeannine Arntzen, *Compensation and People Analytics Senior Manager – HR,* Plante Moran

People Analytics tools help leaders make data driven decisions that influence business outcomes, but how do you get started building a People Analytics team?

This session would outline a roadmap based on what Jeannine's team has done at the organization to stand up a new function within the HR team dedicated to People Analytics.

- Key factors to consider
- How to identify stakeholders
- How to get started building a team with the right skills in order to add value to your HR team

2:00 pm **Chairman's Summary and End of Conference**

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