

HR ADVANCED ANALYTICS &
ITS **IMPACT ON THE**
BUSINESS
DESENTZ

Jason Desentz is a Human Resource leader with approximately 20 years of progressive Human Resources experience working for Fortune 500 companies such as, Ford Motor Co., Chrysler, Goodyear and now as Chief Human Resource Officer at Horizon Global. He has worked in multiple industries such as Financial Services, Healthcare and Manufacturing.

He has holistic experience in every area of Human Resources Administration such as Training and Development, Talent Management, Generalist/Consultant/Business Partner, Compensation & Benefits, Employee Relations, Union Negotiations and Avoidance, HRIS, HR Analytics, Recruiting, Performance Management & Succession Planning, Organizational Effectiveness, Leadership Development and Executive Coaching.

Over his career, Jason has continued to explore ways that Data can be used to enhance the HR experience for the Business.

Jason earned a master's degree in business from Central Michigan University and a bachelor of science degree from Michigan State University. In addition he is all but dissertation for his Doctorate in Business from Lawrence Technological University.



JASON DESENTZ - BIO

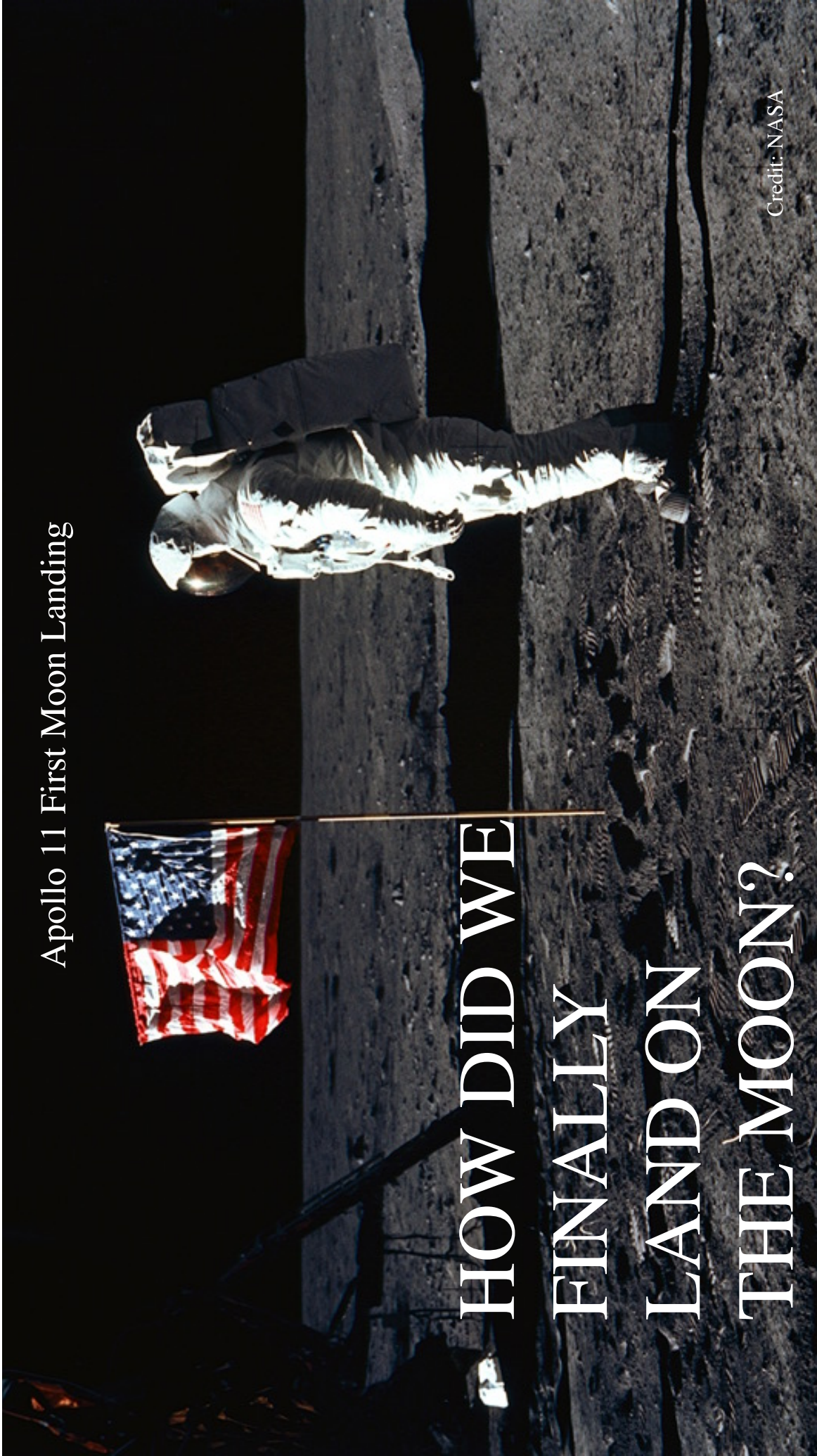
Key Takeaways

1. What does **Predictive Analytics** mean?
2. What are 3 questions to consider around **Analytics and its Impact on the Business?**
3. Understanding **key factors** for successful HR analytics setup.
4. Understanding the **HR Predictive Analytics Journey**.
5. Things to consider when selecting a **Business Intelligence HR technology** to help with analytics.

Apollo 11 First Moon Landing

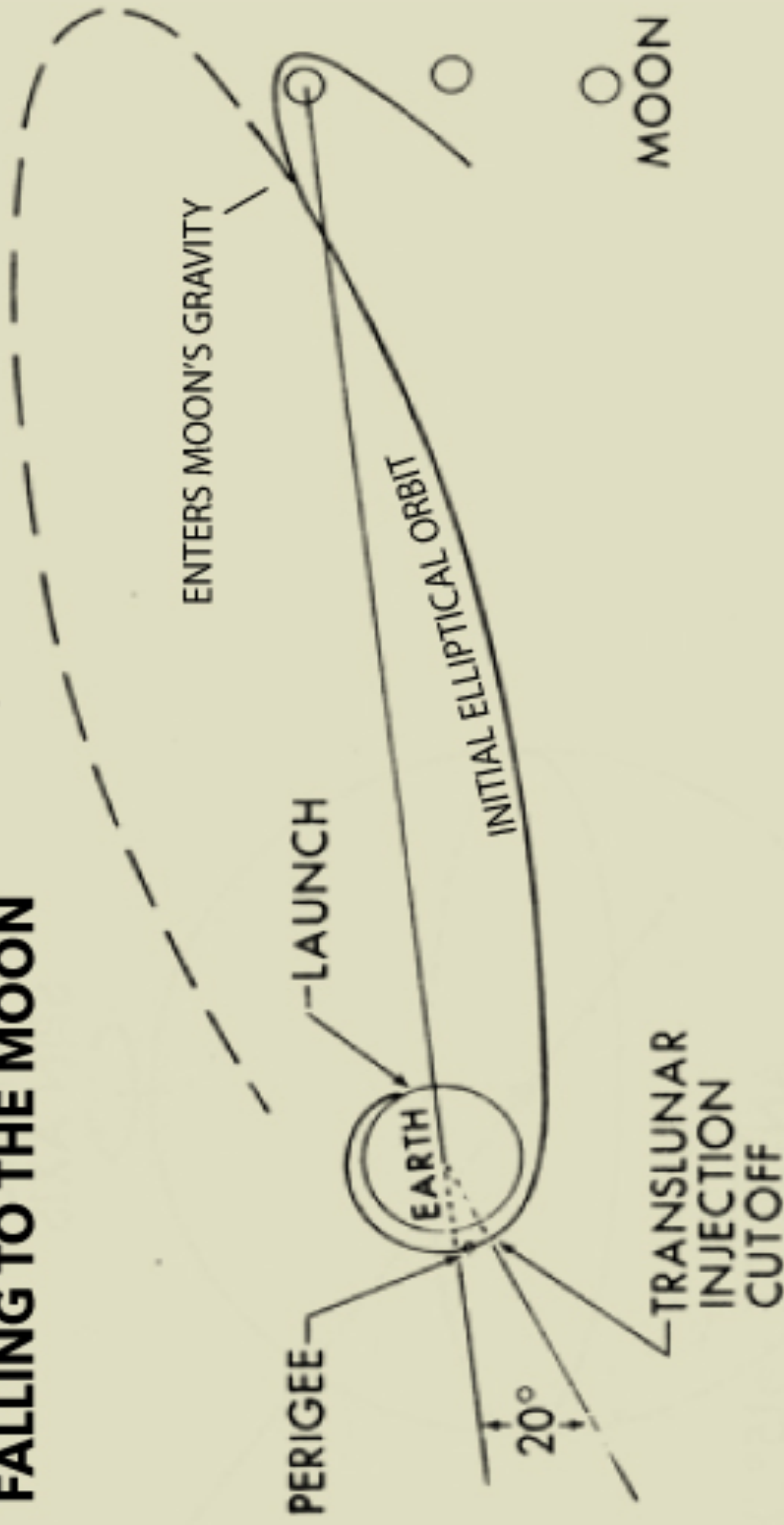
HOW DID WE FINALLY LAND ON THE MOON?

Credit: NASA





FALLING TO THE MOON



NETFLIX

Trending Now

AMERICAN HORROR STOR

Top Picks for Jason

ONE TREE HIL

Exciting TV Drama

Based on your interest in:

CONTINUUM

TO WIT

Old:  eBay.com

home easy register site map

amazon.com.

Ame



EXAMPLES OF ANALYTICS USED TODAY

ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS



1. How can we use analytical data to **solve a current business need** or problem and predict future opportunities or issues?
2. What data should you **view** and how did you capture it?
3. Will managers and associates **understand what to do with it** when they receive it in a report or via a dashboard?

THREE QUESTIONS AROUND ANALYTICS

ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS



DELOITTE FIVE KEY FACTORS FOR SUCCESS

ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS

DELOITTE FIVE KEY FACTORS FOR SUCCESS

TEAM CAPABILITIES

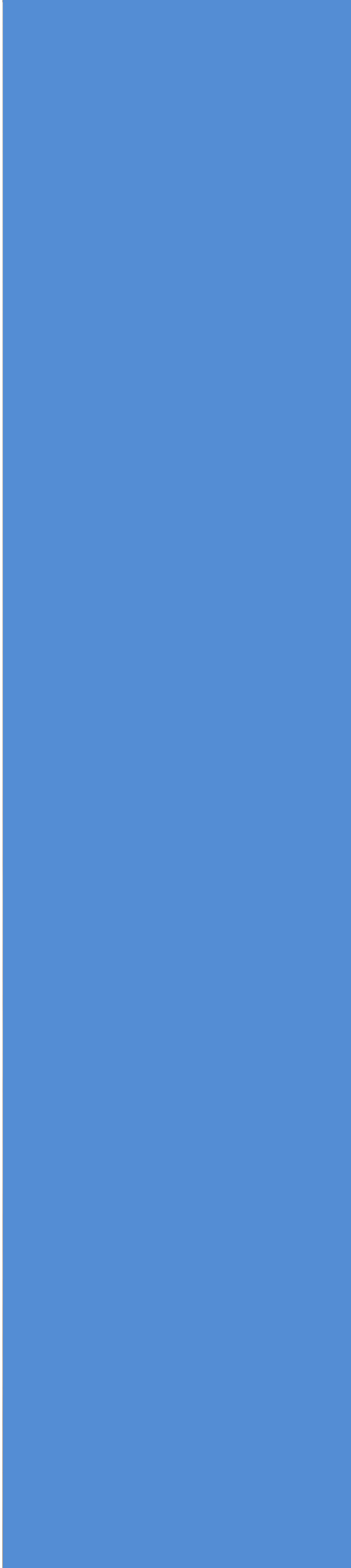
IT SUPPORT

DASHBOARD CAPABILITIES

DATA QUALITY

DATA CULTURE





DASHBOARD CAPABILITIES

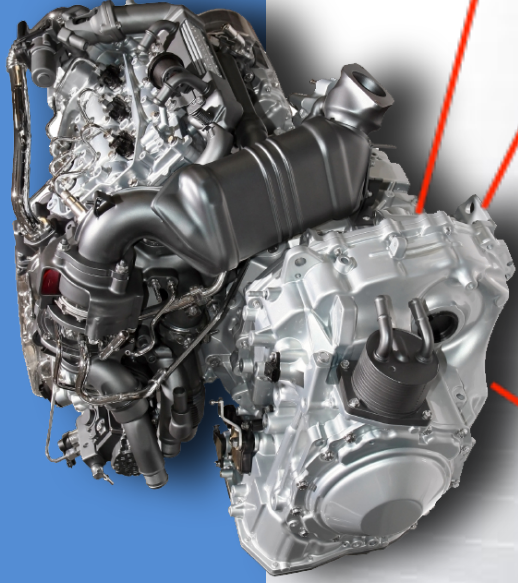
DATA QUALITY

How We Capture the Data

DATA CULTURE

DATA QUALITY

How We Capture the Data



Credibility is paramount

Reports updated in real time

Business leaders could draw incorrect conclusions

ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS

DELOITTE FIVE KEY FACTORS FOR SUCCESS

TEAM CAPABILITIES

IT SUPPORT

DASHBOARD CAPABILITIES

How We Visualize the Data

DATA QUALITY



Stakeholders can see trends,
highlights and trouble spots

Self-service reporting

Establish key metrics for each
audience to filter the data



DASHBOARD CAPABILITIES

How We Visualize the Data

DELOITTE FIVE KEY FACTORS

Who Interprets the Data

TEAM CAPABILITIES

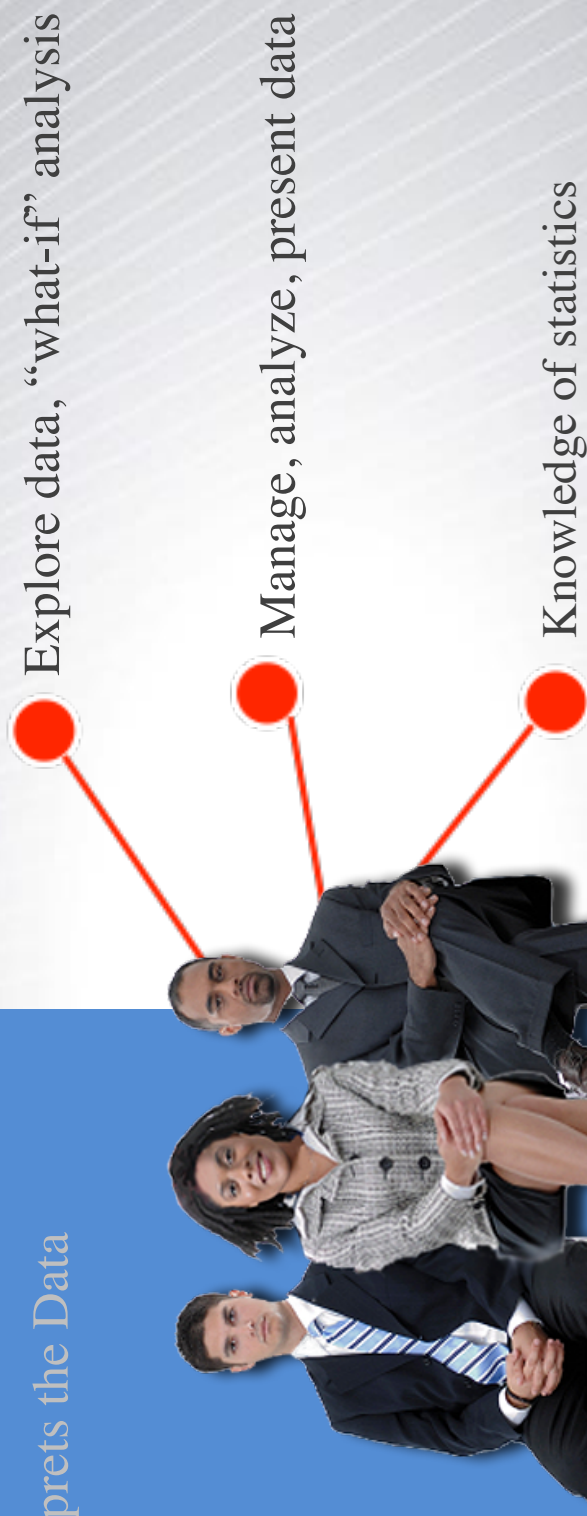
DASHBOARD CAPABILITIES

DATA QUALITY



TEAM CAPABILITIES

Who Interprets the Data



BUSINESS

Human Resources Competency Journey

“Global Reach, Local Presence”

Human Capital Model “The Way We Do Work”

Improve Capability: Processes, Business, People, Systems & Org Development

- *Org Development*
- *Coach & Mentor*
- *Ask tough questions*
- *Emotional Intelligence*
- *Customers*

HR Competencies

Processes / Analytical

- **Data Mine & Research**
 - Research Skills
 - Generate multiple scenarios
 - Execute scenarios
- **Business Intelligence**
 - Market Analysis
- **Long Term Outlook**
 - Long term planning
 - Ability to make recommendations
 - Strategic data analysis
- **Modeling**
 - Ability to build sophisticated models
 - Draw conclusions from errors
 - Identifications of business drivers

Business Acumen

- **Customer Knowledge**
 - Knowledge of business processes
 - Customer relationship management
- **Continuous Improvement**
 - Knowledge of Lean principles
 - Understand end to end impact
- **Data Management**
 - Long term planning
 - Ability to make decisions
 - Strategic data analysis
- **Modeling**
 - Ability to build sophisticated models
 - Draw conclusions from errors

People / Professional

- **Manage Change**
 - Deal with Ambiguity
 - Drive Continuous Improvement
- **Effective Communication**
 - Collaboration
 - Negotiation
 - Manage priorities
- **Continuous Learning**
 - Process Improvement
 - Six Sigma / Lean Skills
 - Process thinking
 - Professionally certified in core HR competencies
- **Global Collaboration**
 - Radical collaboration
 - Draw conclusions from errors

Systems & Compliance

- **Data Management**
 - Adapt to system utilization
 - Ability to turn data into information
- **System Knowledge**
 - UtiliPro
 - MS Office
 - Basic Data Analytics
 - Ability to learn new systems
- **Compliance**
 - Understand local area
 - Enhance Global Knowledge

Org Development

- **Coach & Mentor**
 - Provide proactive advice & counsel
- **Ability to Question**
 - Ask tough questions
 - Invoke thought not controversy
 - Promote debate not conflict
- **Emotional Intelligence**
 - Have empathy where possible
 - Respect all angles
 - Make recommendations not commanding statements
 - Make the best subjective recommendation with the best objective data at hand

FIVE KEY FACTORS FOR SUCCESS

Technology Solutions and Support

IT SUPPORT

DASHBOARD CAPABILITIES

DATA QUALITY

DATA CULTURE



Data comes from multiple places

25% of mature teams pull data
from eight different systems

Skills of staff > Technology &
tools

IT SUPPORT

Technology Solutions and Support



ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS

DASHBOARD CAPABILITIES

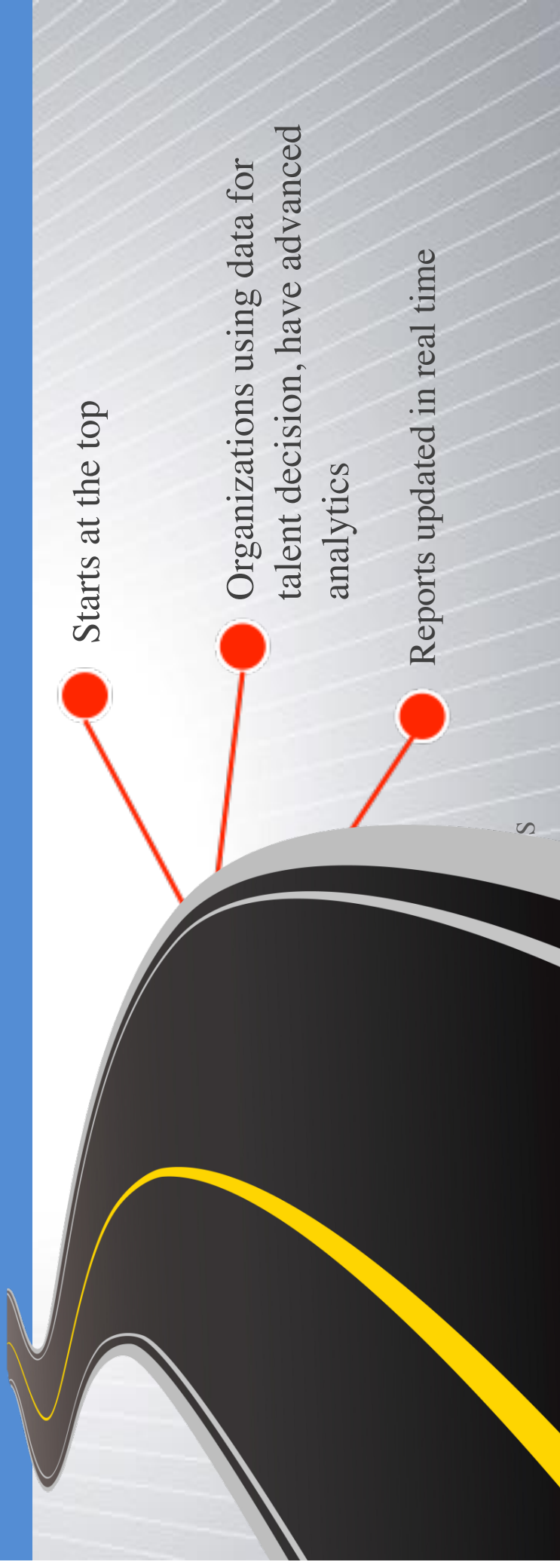
DATA QUALITY

Culture of Data-Driven Decision Making

DATA CULTURE

DATA CULTURE

Culture of Data-Driven Decision Making



DATA CULTURE

Culture of Data-Driven Decision Making



DATA QUALITY DASHBOARD CAPABILITY
SUPPORT DATA CULTURE =

TEAM CAPABILITIES IT

Misguided
Actions

DATA QUALITY DASHBOARD CAPABILITY
SUPPORT DATA CULTURE =

TEAM CAPABILITIES IT

Manual
Driven

DATA QUALITY DASHBOARD CAPABILITY
SUPPORT DATA CULTURE =

TEAM CAPABILITIES

Misinterpretatio
n

DATA QUALITY DASHBOARD CAPABILITY
SUPPORT DATA CULTURE =

TEAM CAPABILITIES IT

System Issues

DATA QUALITY DASHBOARD CAPABILITY
SUPPORT DATA CULTURE =

TEAM CAPABILITIES IT

Waste of
Time

DATA QUALITY DASHBOARD CAPABILITY
SUPPORT DATA CULTURE =

TEAM CAPABILITIES IT

SUCCESS

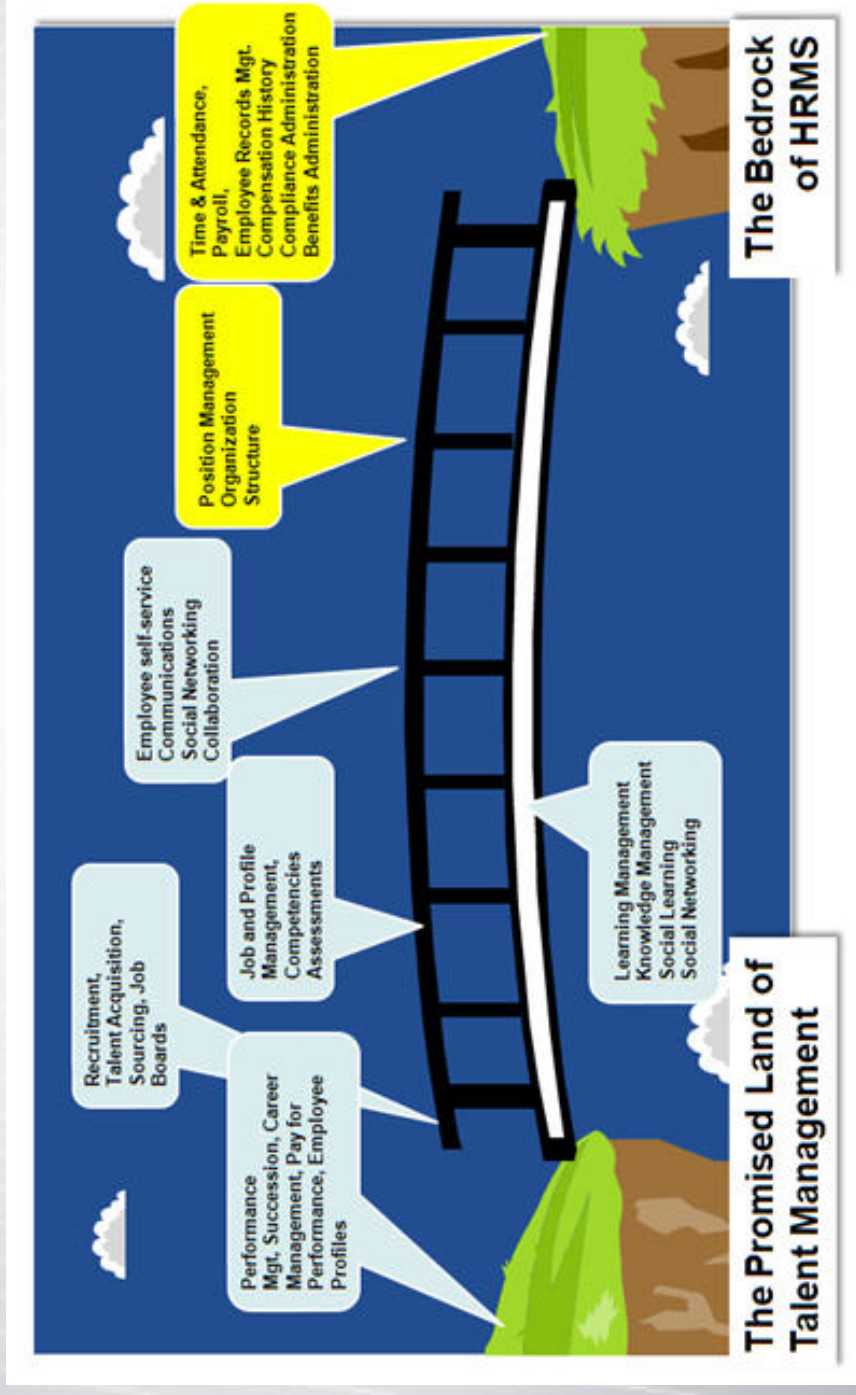


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THREE QUESTIONS AROUND ANALYTICS

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How can we use analytical data to **solve a current business need** or problem and predict future opportunities or issues?

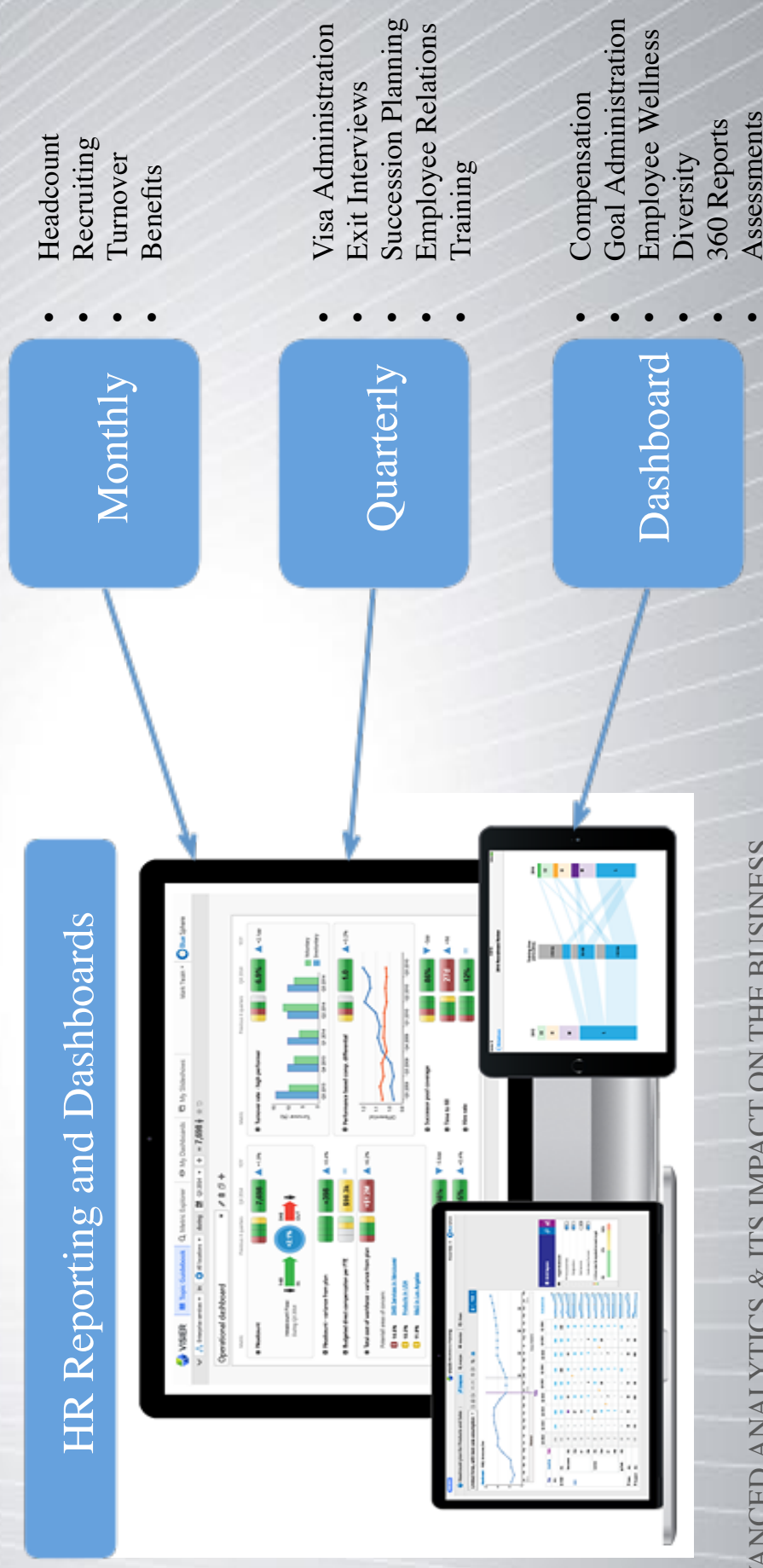


The World is Changing

The need for an automated solution to enhance the ability of HR to truly solve business needs is increasing.

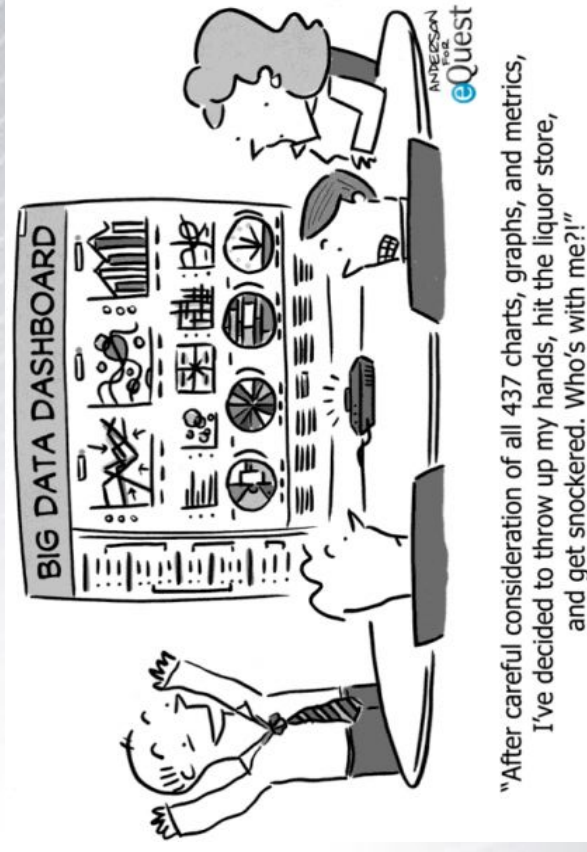
Many HRMS companies have significantly stepped up their efforts in the area of Analytics capabilities and solutions.

What data should you **view** and how did you capture it?

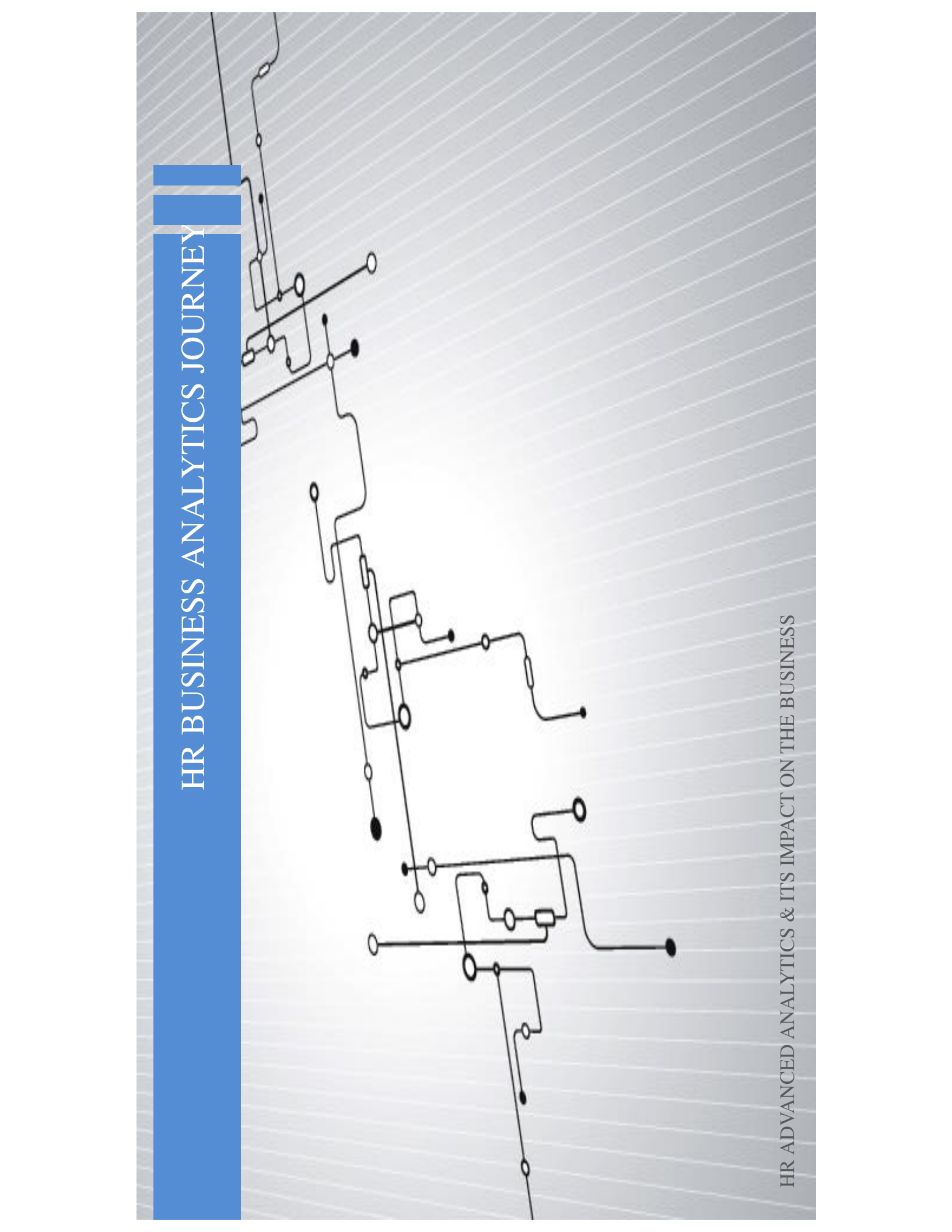


ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS

Will managers and associates **understand what to do with it** when they receive it in a report or via a dashboard?



ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS



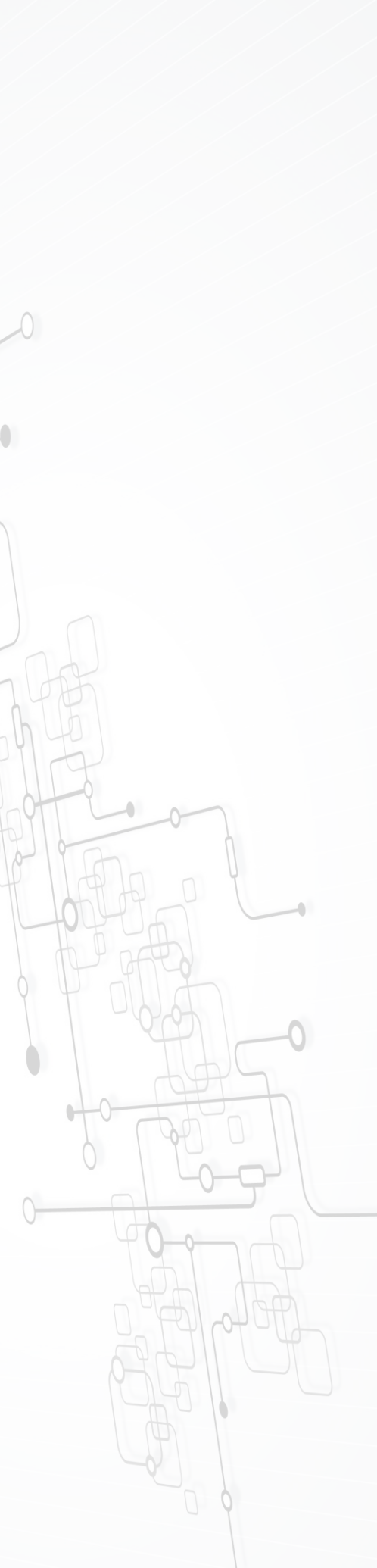
HR BUSINESS ANALYTICS JOURNEY

HR ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS

HR BUSINESS ANALYTICS & THE JOURNEY

PRESENT

HR ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS



The analytics a company decides to use, should partly depend on the answers to the questions about

HOW HR IMPACTS THE BUSINESS.



SHORT TERM

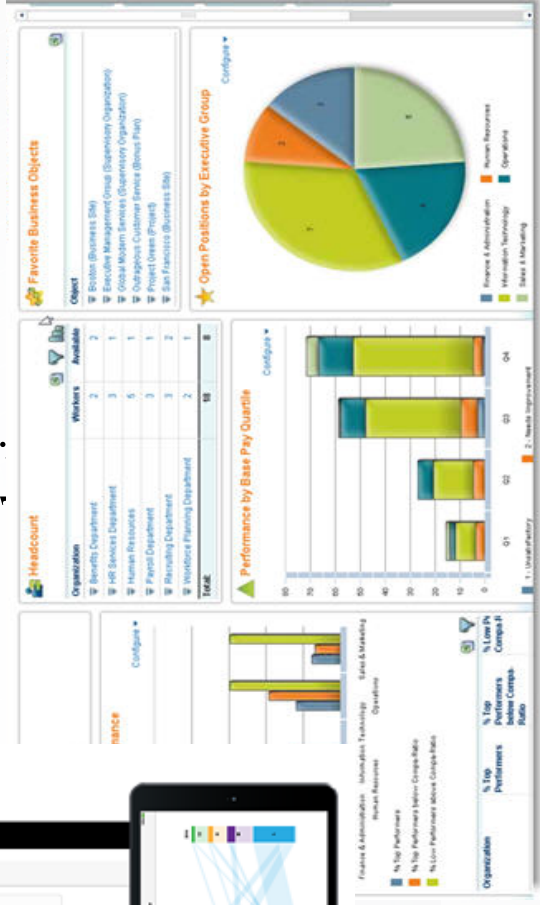


Continue developing HR
Business Analytics capabilities



Look at an automated solution and
integrate data from multiple platforms

Provide all of HR with dashboard
analytic capabilities to address
business problems and
recommend creative business



LONG TERM

HR ADVANCED ANALYTICS & ITS IMPACT ON THE BUSINESS



Realign and train all of Human Resources so that all have the ability to interpret and explore trends and analytics in such a way to suggest business solutions while maintaining synergy with



LONG TERM

A number of analytic solutions should be investigated based on the following performance criteria:

- Perform data analysis that quickly provides value-added information to your internal and external business customers
- Provide users with an intuitive, interactive experience on a mobile platform
- Automate the generation and distribution of analytic reports and dashboards, allowing more time to be spent on data analysis
- Grant end-users access quickly and easily
- Cost effectiveness
- Provide a versatile and scalable analytics solution, allowing for future growth

Determine and categorize a number of system requirements to allow for a practical, objective

DECISION FACTORS		Weight Scale based on level of importance to the business		WORKDAY		BIG DATA		VISIER		BUSINESS OBJECTS		SAS		TABLEAU	
Ranking: 5=Excellent 3=Average 1=Poor Weight: 5=Mandatory 3=Desirable 1=Optional															
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Weighted Scores		Calculate		185	170	173	147	244							

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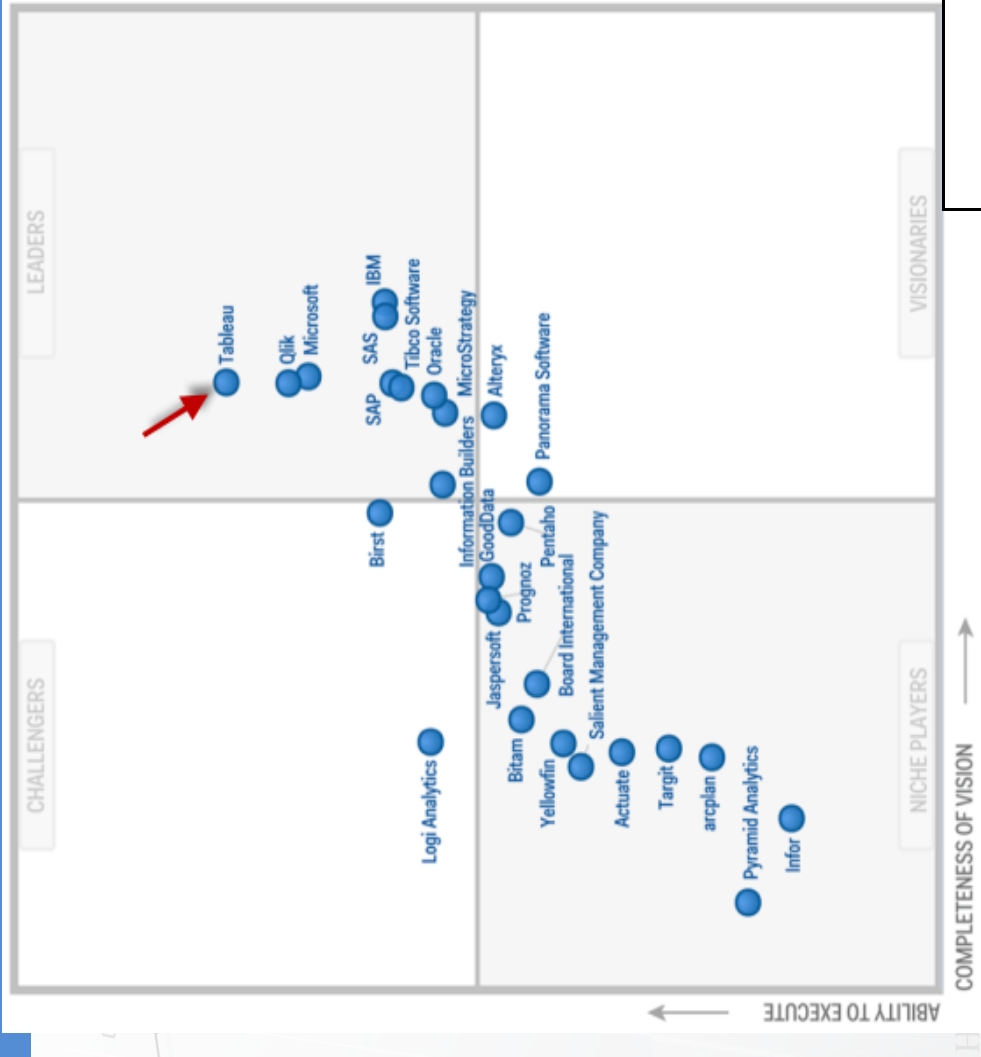
Definition

- Ease and speed of implementation
- Meets HR analytics, leadership and all business needs for analytic research and metric reporting.
- Online training (on-demand, webinars, etc.). Comprehensive training package for administrators and end users.
- Expanded use of software can be accomplished quickly and easily as demand grows to meet business needs.
- Initial purchase, implementation (Model Office, IT Security, Legal, etc.), on-going maintenance, and licensing.
- Vendor availability and pricing for consult
- Frequency of outages (uptime guarantees), performance consistency, service standards, etc.
- Variety of visual tools, customization, and end-user interface.
- Variety of metrics can be performed. Customization allowing user defined calculations to be used.
- Vendor built connectors to various data systems (e.g. Workday, Taleo, etc.).
- Cloud, external server, internal server, Hadoop
- Set up for tablets
- Multi-level user access. Controls on dynamic features per user (e.g. ability to drill into data, structure changes, etc.).
- Software utilizes web browsers
- Vendor has done business with other clients
- Proven software with multiple version releases

CREATE YOUR SYSTEM REQUIREMENT

PERFORM DUE DILIGENCE

Focus on the system functionality deemed most critical, and evaluate the various options using external sources such as Gartner, etc. and use to determine who could be a front-runner.



Questions?

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