People Analytics in 2021: Making the Move from DIY to SaaS

TODAY'S MODERATOR

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2021 VIRTUAL CONFERENCES

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Date	Conference
February 24	Accelerate Your Workforce Planning
March 10	Engage Remote Teams
April 21	Build an Inclusive Culture
May 12	Redefine Onboarding for a Virtual World
June 30	Create a Culture of Feedback and Performance
July 21	Redesign Your Employee Experience
August 18	Hire with Diversity, Equity, and Inclusion
September 22	Engage and Develop Great People Managers
October 20	Accelerate Your Succession Planning
November 3	Optimize Your Talent Acquisition Tools and Technology
November 17	Develop Your Future Workforce

THANK YOU!

Today's Featured Speakers

Chris Moore

Founder & CEO
ZeroedIn | People Analytics

Keith Goode

VP, Data Science & Customer Success
ZeroedIn | People Analytics

In this webcast you will:

✓ Learn the building blocks of a streamlined people analytics initiative, from strategy, to people, to process, to technology, and beyond.

✓ Identify the real costs and limitations of do-it-yourself people analytics and similar initiatives

✓ Realize the value and benefits from a full or hybrid partnership with a proven people analytics solution provider

✓ Acquire the research and knowledge needed to make the leap from DIY to SaaS people analytics

✓ Understand how SaaS people analytics will deliver results for your organization and take it to the next level

People Analytics Maturity

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Complying & Reacting	Building & Scaling	Automating & Broadening	Embedding & Exploring
10% of organizations	72% of organizations	13% of organizations	5% of organizations

Source: High-Impact People Analytics, Deloitte Consulting, 2020

People Analytics Maturity

POLL

Where does your organization rate on the people analytics maturity scale?

LEVEL 4	Embedding & Exploring
LEVEL 3	Automating & Broadening
LEVEL 2	Building & Scaling
LEVEL 1	Complying & Reacting

# Common Strategies To Surpass Level 2

- Foster a data-driven culture

- Build data proficiency

- Team up actively with customers

- Use broader approaches

- Focus on the future

- Build trust and transparency

- **Accelerate through technology**

Source: High-Impact People Analytics, Deloitte Consulting, 2020

Data Wranglers

Getting the House in Order

Building Blocks

Tools & Technology

Delivery Process

People & Talent
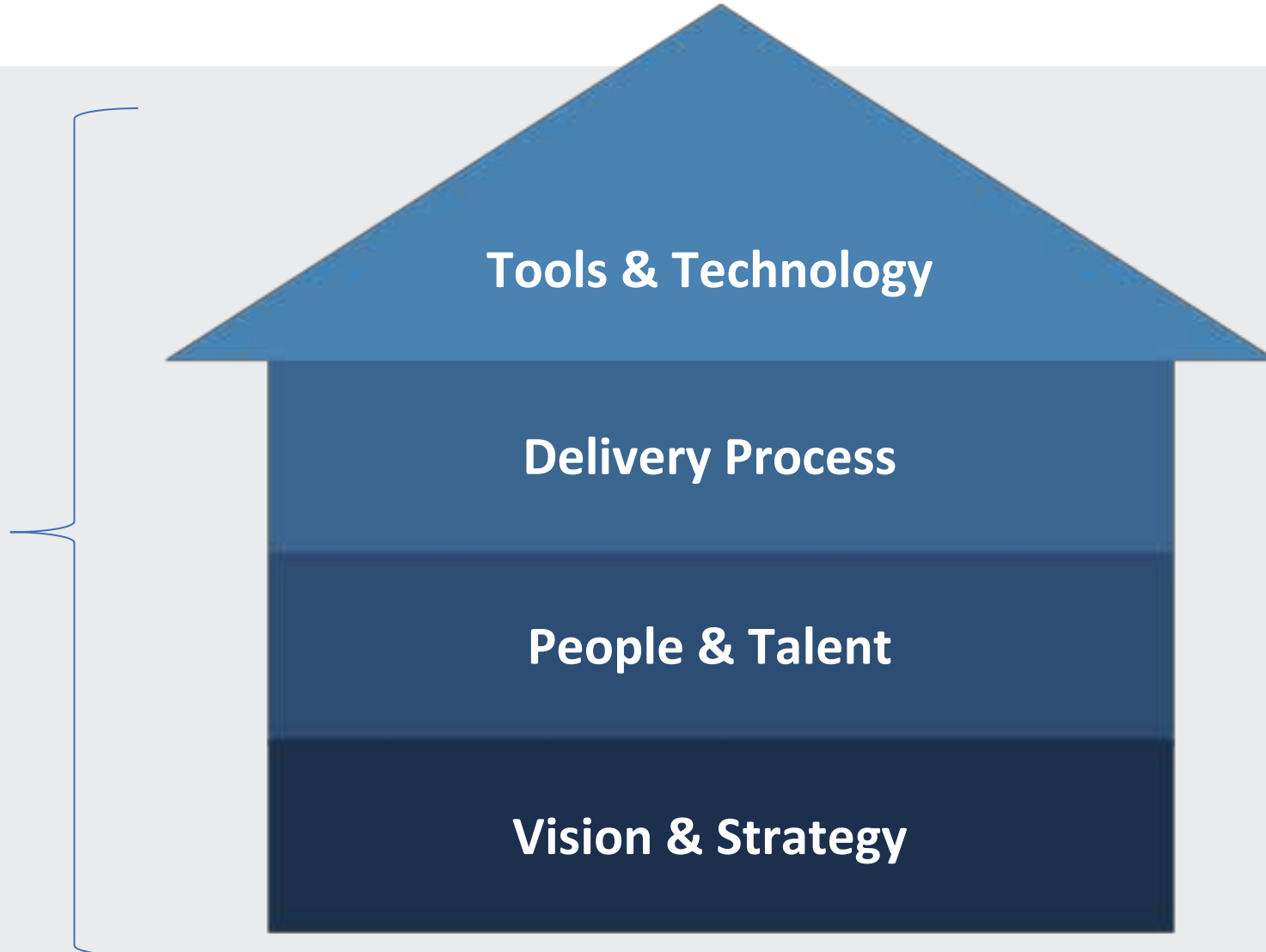
Vision & Strategy

Establish Your Vision & Strategy

Example: **"Always on" people insights to help leaders and managers make decisions that improve employee engagement and business outcomes**

✓ Deploy secure and accurate dashboards for insights & discovery by those who need them

✓ Ensure accuracy and integrity of information

✓ Deliver a series of standard reports for consistency and a single point of truth

✓ Generate predictive models that answer where, how, and why

✓ Provide decision tracking and a feedback loop for continuous improvement

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Assemble Your People & Talent

- **Hire the desired talent**

- **Rent your talent (i.e. Consultants)**

- **Develop your talent**

HR system and data acumen	Excel, SQL, DB Admin
Dashboarding	Data visualization
Vendor knowledge	Technology
Storytelling with data	Machine learning (R/Python)
Consulting	**Communication**
Leadership	**Business acumen**

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Questions To Guide Your Process

- **Who are the primary, secondary, and ad hoc consumers of insights?**

- **How do your consumers like to receive information?**

- **How do your consumers ask for information?**

- **How will your team prioritize incoming requests?**

- **Where will you source the information from?**

Process Fundamentals
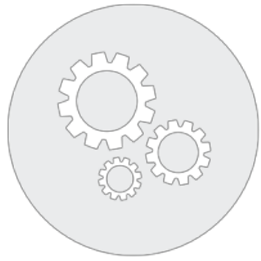
✔ Process Do's

- Develop an intake process

- Leverage prioritization method

- Align process with org structure

- Solicit feedback on effectiveness

- Establish metrics to measure process and success

✘ Process Don'ts

- Work ad hoc

- Expect stakeholder know how to communicate with you

- Forget to manage expectations

- Ignore feedback

- Operate in a silo

Accelerate with Tools & Technology

- DIY Tools: Excel, Tableau, SAS, Alteryx, Power BI, Oracle BI, Cognos

- Integrated HRIS analytics

- Data aggregators

- **Pure-play people analytics**

SaaS People Analytics
Workforce Insights Sample

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|					
Retention	Turnover Rate (Voluntary/ Involuntary)	Good/Bad Attrition Rate Workforce Age	Tenure at Termination Time to Fill	Unscheduled Absence Rate Retirement Risk	Benchmarks
Engagement	Re-Hires High Performer Turns Personal Growth	Span of Control Mobility Recognition	Internal Networking Activity	Pay Equity Internal/External Average PTO	Benefit Participation
Monitoring	Headcount Flight Risk Performance	Cost/Turnover Vacancy Rate Diversity	Profit/Employee Compa-Ratios Avg Pay Rates	Cost/Vacancy Base Salary Spend High/Low Performers	Health & Well-Being
L&D / Talent	Learning Activity Compliance Leadership Assessment	Learning Activity Competency Gaps Learning Effectiveness	% Progress w/ Development Plans	Kirkpatrick L1-4 % of Scrap Learning	Labor Market
Headcount	**Terminations Turnover New Hires**	Retention Rate Cost/Hire Selection Ratio	Attrition (1st yr) Source of Hire Time to Fill	Sourcing Channel Success Ratio Quality of Hire	Productivity

SaaS

DIy ——— **SaaS** ———

Discover more workforce insights with SaaS
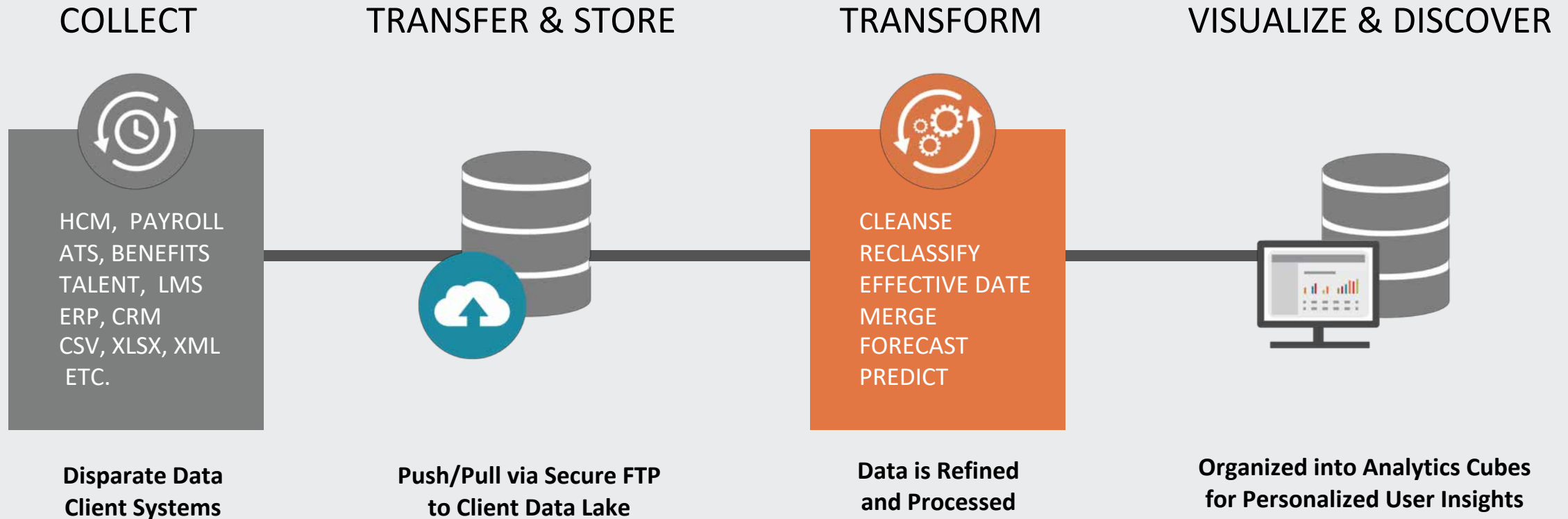
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POLL

Which benefit from SaaS people analytics
is most important to you?

Speed to delivery of insights
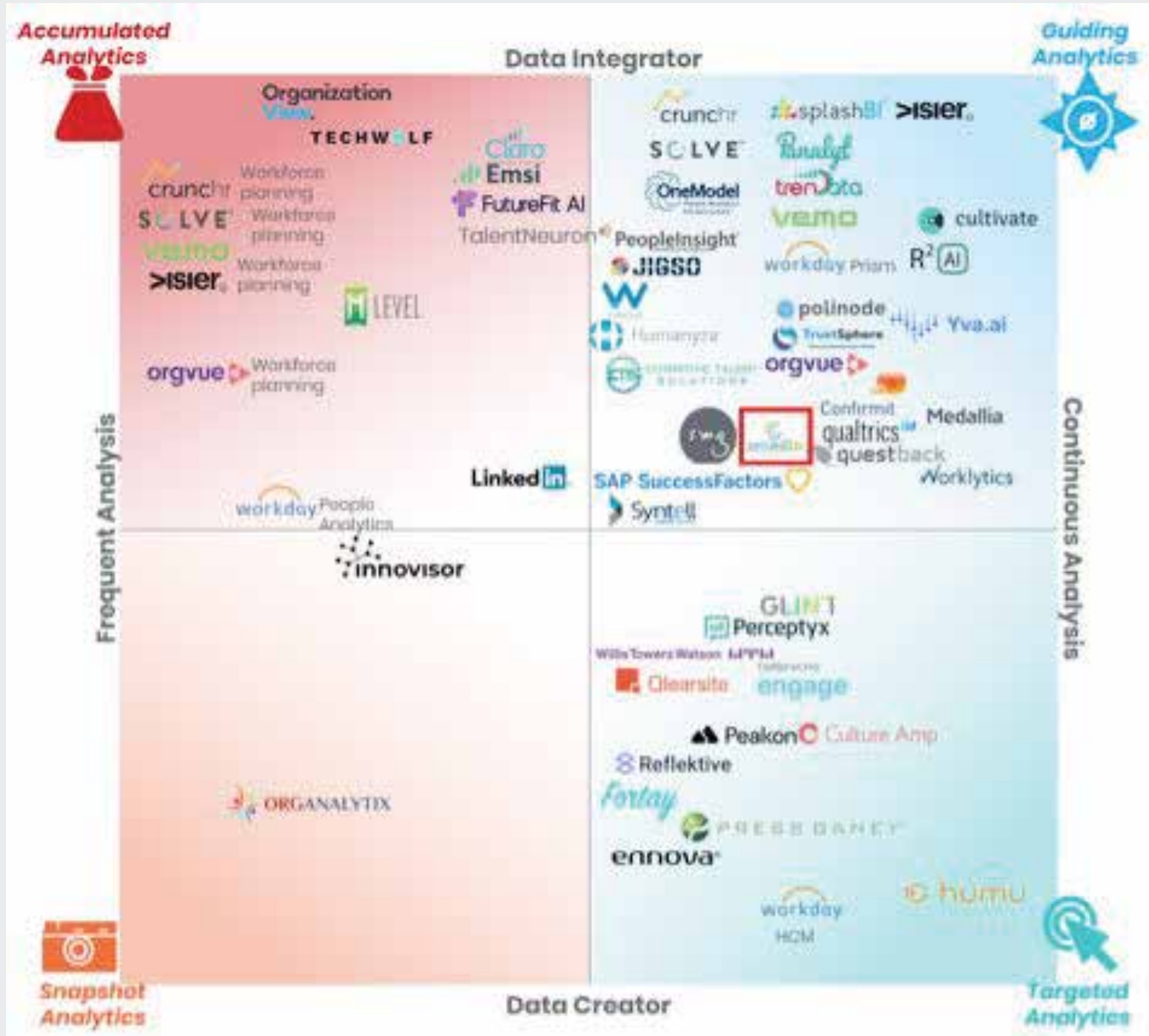
Lower labor costs and effort

Improved reporting quality

Greater confidence in decision making

Improved experience for users
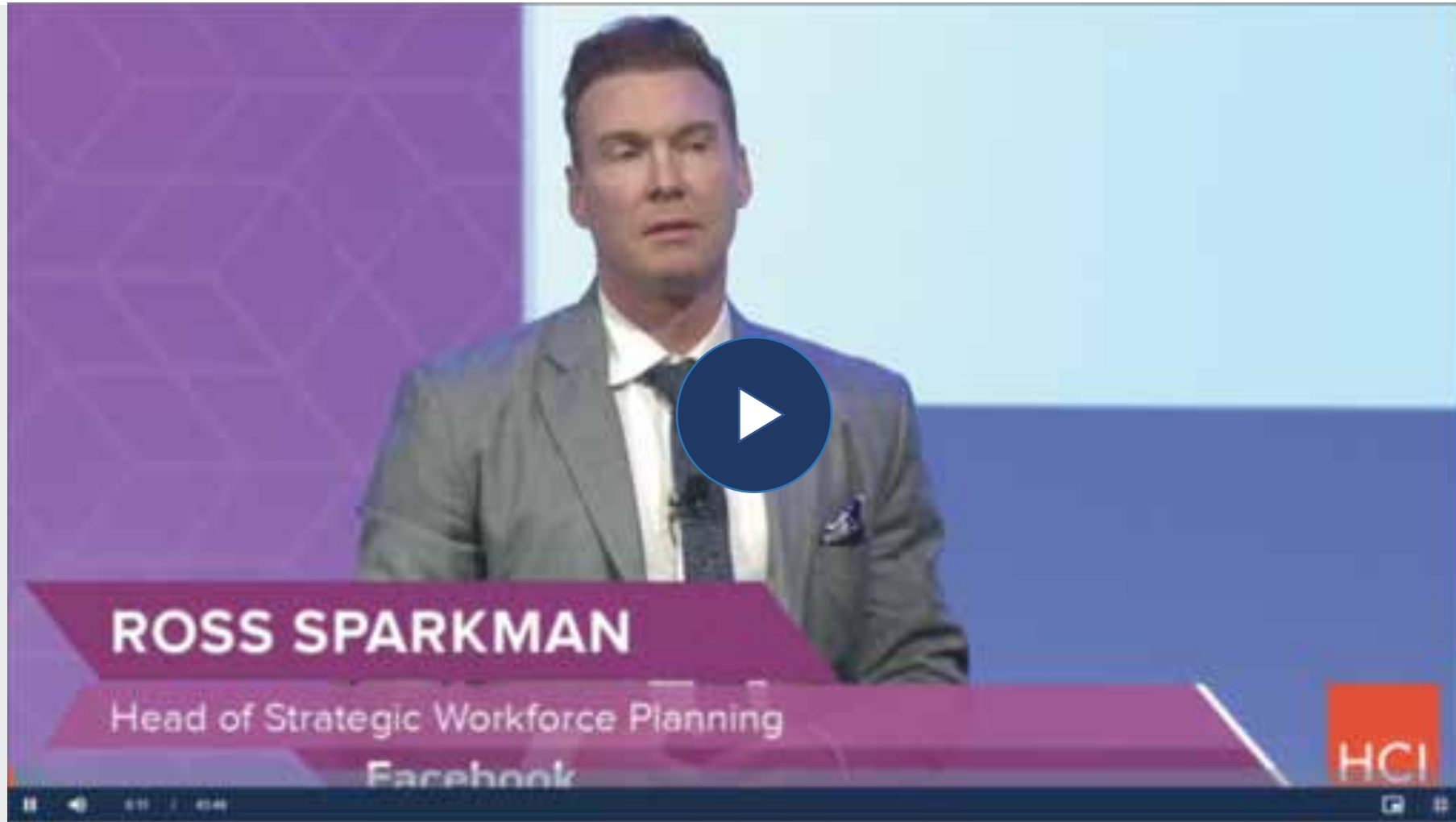
Visibility to broader set of insights

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PEOPLE ANALYTICS

Vendor Landscape

Source: RedThread Research, PAT-Tool, 2020

The Importance of Data & Technology
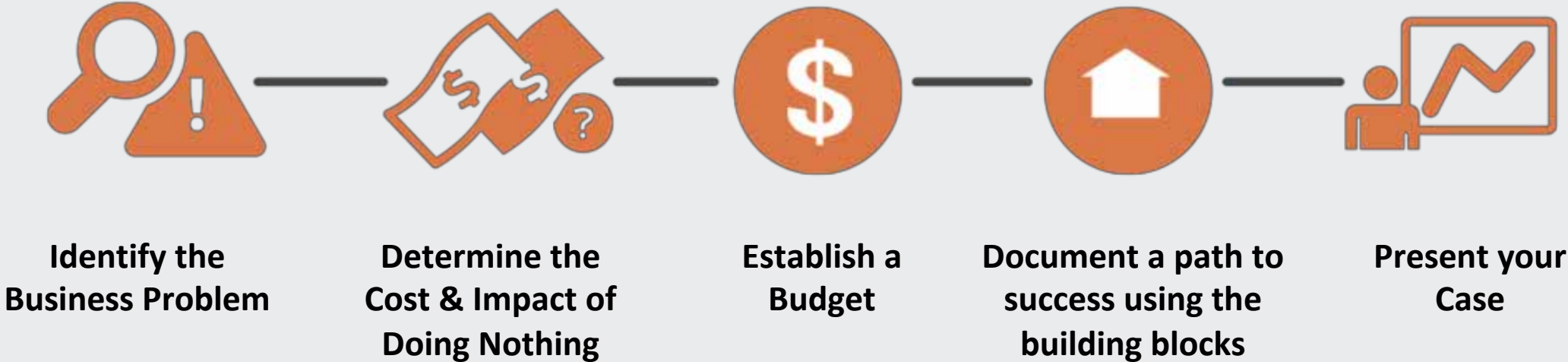
Cost to Value Ratio

DIY

- Direct labor costs to build out, maintain, sustain a DIY solution

- Hidden costs of DIY

- Cost of doing nothing

SaaS

- Annual subscription (PEPY) tiered on organization size

- Maintenance, support, upgrades included

Build & Present Your Business Case

Identify the Business Problem

Determine the Cost & Impact of Doing Nothing

Establish a Budget

Document a path to success using the building blocks

Present your Case

City of Detroit – Making the Case

ZeroedIn Resources

From Zero to Hero: A
Transformative Journey
Through Workforce Analytics

Top 6 Most Requested
Workforce Insights

5 Myths and Misconceptions
About Workforce Analytics

Top 3 Things You Need to Know
About Workforce Analytics

All available at: *https://zeroedin.com/insights/resources*

Solution Provider Research

RedThread Research People
Analytics Technology Tool, 2020

redthreadresearch.com/pat-tool/

High Impact People Analytics,
Deloitte Consulting, 2020

youtube.com/embed/Xd4mrvMrpVs?rel=0

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Learning

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