

@zeroedin

Improve Your People Analytics

**How to Stop Struggling
and Take Your People Data
to the Next Level**

Human Resource
Executive



Today's Presenters



Chris Moore

Founder & CEO



Keith Goode

Vice President

Client Success

@zeroedin

Special Guest Presenters



Steve Terry

VP, Total Rewards

Olaf Saykiewicz

Sr. Manager HR Analytics & Operations

In this webcast you will learn:

- How people analytics can improve your business
- Why HR struggles with people analytics
- What best practices to implement to get the most out of your data
- The top 9 people analytics insights
- How Dollar Tree uses people analytics for turnover and diversity insights



We Live in a Data-Driven World

A 2021 McKinsey survey of Fortune 1000 businesses found:

- Only 29.2% achieve transformational business outcomes
- Just 30% have a well-articulated people data strategy



How People Analytics Can Improve Your Business

@zeroedin

People Analytics

Collecting, cleaning, and making sense of employee and related data to make informed business decisions.

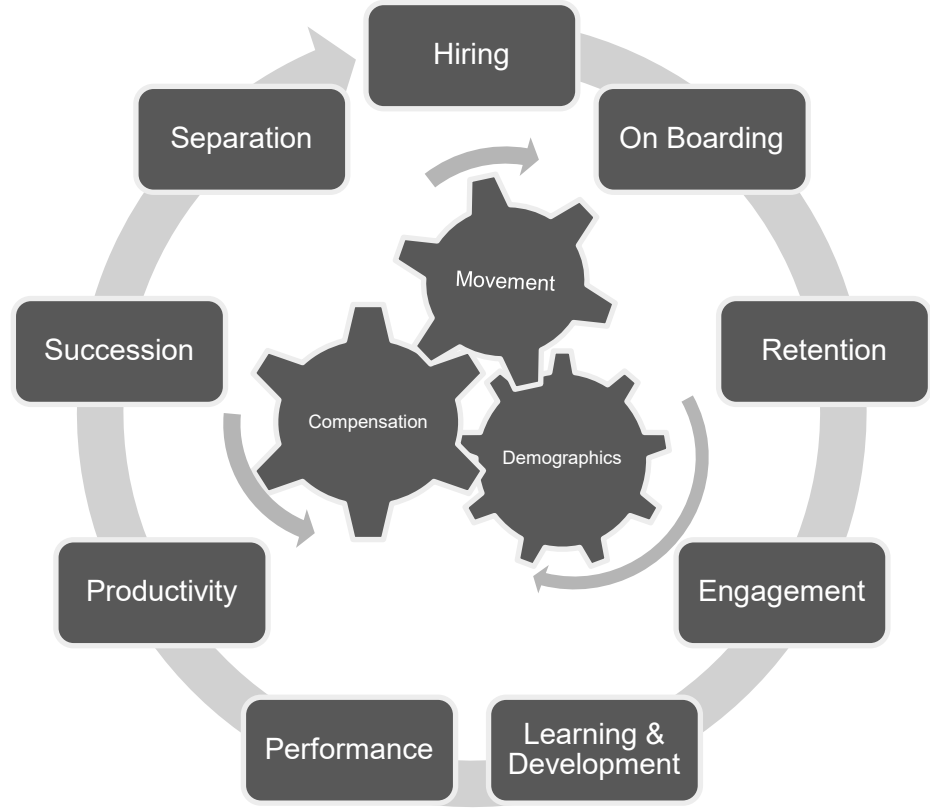


“People analytics allows organizations to understand the way they operate, improve productivity and performance, reduce turnover, and really make work better for people.”

- Josh Bersin, Global HR Research Analyst

People Analytics

The Employee Lifecycle



What Gets Measured Gets Funded

People analytics gives HR the essential elements to build solid business cases for transformation and change:

1. The Effect
2. The Cause
3. The Impact



Why HR Struggles with People Analytics

@zeroedin

Delivering People Data Can be a Challenge

- Impersonal and complex BI solutions encouraged by IT for IT people
- Limited resources and skills amidst a barrage of incoming ad hoc inquiries
- Data is in too many places and hard to consolidate



The 3D Struggles with People Data

Disparate data – aggregating from multiple source

Dirty data – cleaning and transforming efficiently, repeatedly

Delivery of data – securely target right insights to right people



POLL: Where are you struggling?

- A. Data integrity
- B. Aggregating disparate data
- C. Building dashboards
- D. Managing ad-hoc reporting
- E. Getting the right insights to those who need it
- F. Hiring resources for your people analytics team

HR Needs to Get Curated People Insights into a Discoverable Point of Truth

To drive efficiency, organizations need a scalable, easy people analytics solution designed for:



Ease and simplicity
of data gathering



Painless data
distribution



Tailored user
experience



Best Practices to Implement

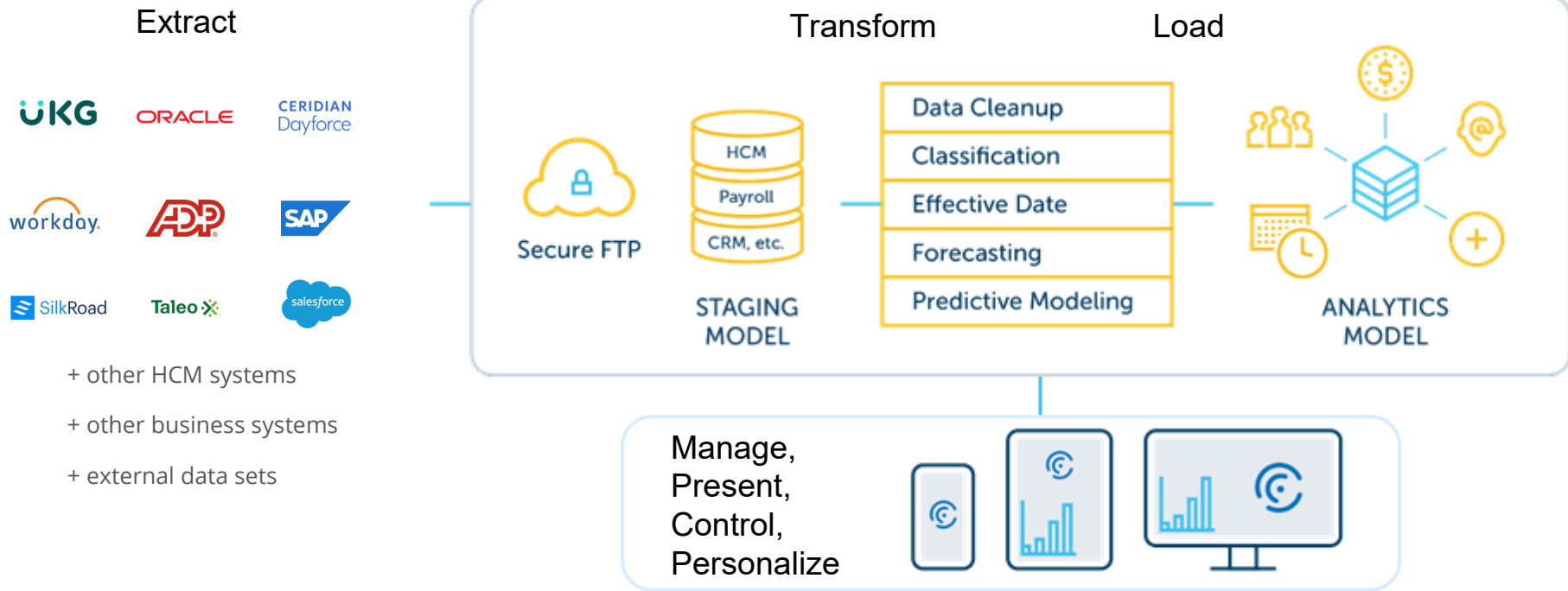
@zeroedin

Encourage Evidence-based Decision Making

- Make the evidence available and accessible
- Compare, contrast, and benchmark
- Use the evidence to tell a story
- Build it into your culture
- Lead by example



Build a Data Pipeline to Gather, Clean, and Curate Insights

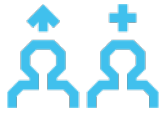


Create an Extensible People Analytics Model

- Consider a structure comprised of dimensions and facts
- Dimensional date periods and workforce demographics
 - Organization hierarchies
 - Jobs and positions
 - Employment & employee demographics
- Aggregate facts by date periods and dimensional values
 - Headcount, movement, compensation, payroll, labor, tenure, turnover, engagement, performance, leave, absenteeism, recognition, learning, talent, +++
- Allow for extensibility, change, and reconfiguration



Companies Now Expect



Role-based
Dashboards



Collaborative
Data Rooms



Management
Scorecards



Integrated
Surveys



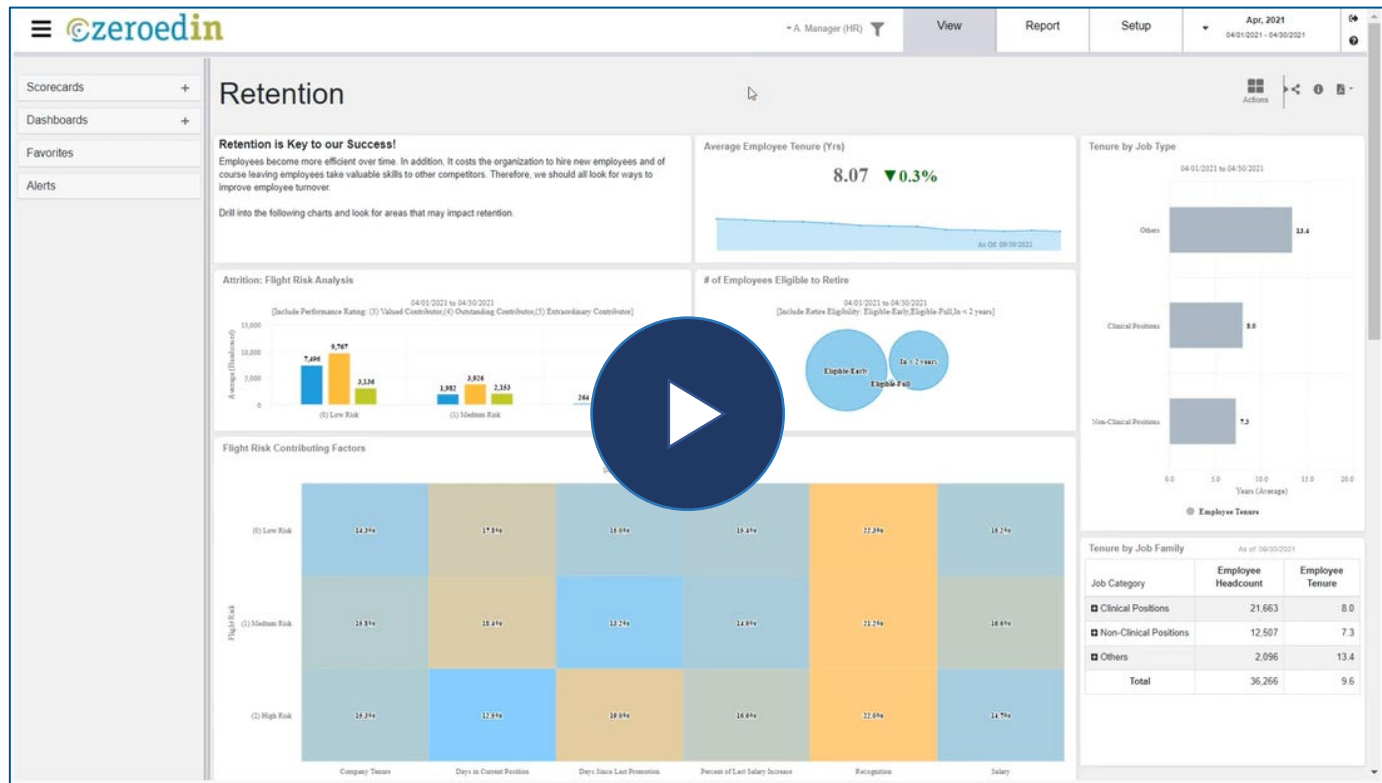
Predictive Talent
Indicators



Workforce
Analytics Concierge



A Glimpse at How ZeroedIn Delivers People Analytics



Do It Yourself vs. Partner w/ Experience

Old World of DIY

- Insights locked away in cloud and on premise HCM systems
- Struggles with DIY tools and limited skillsets
- Tedious to unify, clean, and transform data
- Difficult to scale delivery

New World of SaaS

- Automated data collection
- Curated metrics and insights, aggregated for quick access
- Secure, role-based access
- Painless data distribution via personalized viewpoints



POLL: What would your analytics team do with an extra 39 hours each week?

- A. Tackle ad hoc report requests
- B. Clean more dirty HR data
- C. Produce more Excel pivot tables
- D. Build more static dashboards
- E. Research & execute ways to scale your people analytics
- F. Take some well needed PTO

Top 9 People Insights

@zeroedin

1. STAFFING AND RECRUITING

For more effective and informed staffing and recruiting, HR leaders need a data-driven view into:



Headcount by org
hierarchy and position



Open
requisitions



Candidate
pools



Time to fill
by position



Cost per hire
by source



Quality of hire
by source

People analytics insights help companies be better informed when tackling everyday staffing and hiring challenges.



2. PRODUCTIVITY

Productivity is simply defined as what gets done. It's measured by how much gets accomplished, calculated against a company baseline such as number of units sold or a company target such as revenue. Productivity within a workforce can mean the difference between a company succeeding, failing, or just getting by. And it's increasingly important to analyze when things in your workforce start changing.

See the big picture

By combining business and HR data, ZeroedIn looks at all the factors of your workforce when analyzing productivity — from the macro company level to the micro worker level, and all levels in between. Other solutions limit access to non-HR data, which limits the picture you see.



3. PERFORMANCE

Performance is more subjective than productivity. It can be described as how well someone does their job. Although it's hard to measure, it's tied to employee compensation, which is the biggest investment that companies make. That's why it's so important to consider.

You need data to better manage performance

HR owns employee performance. They provide governance to calibrate ratings among raters as well as manage the compensation process. Important performance-based decisions performed by HR can lead to employee promotions or new opportunities with greater responsibilities.

ZeroedIn on performance improvement

By transforming and analyzing your people data, ZeroedIn anticipates disruptions in your workforce by finding pertinent information and presenting insights on what it takes to increase overall performance.



4. TURNOVER

Employee turnover is a huge concern for businesses, especially in today's mass resignation movement. Conventionally, turnover is the number of people who leave a company either voluntarily or involuntarily, resulting in positions that need to be filled. It's also the ratio between the number of separations and the average number of employees within any given time period.

Turnover can be very expensive

Reducing turnover just 1% for every 1,000 employees can save a company an average of \$200,000 to \$300,000 per year.

What gets measured gets funded

ZeroedIn identifies the root cause of why employees separate. With this information, you can fund and make the transformational changes to reduce turnover, drastically affecting your bottom line.



5. MOBILITY

Mobility is the path that an employee takes within an organization, leading to different work experiences that can affect employee performance positively and negatively.

Examples of mobility



Moving up or down
the corporate ladder



Lateral moves



Role or department
changes



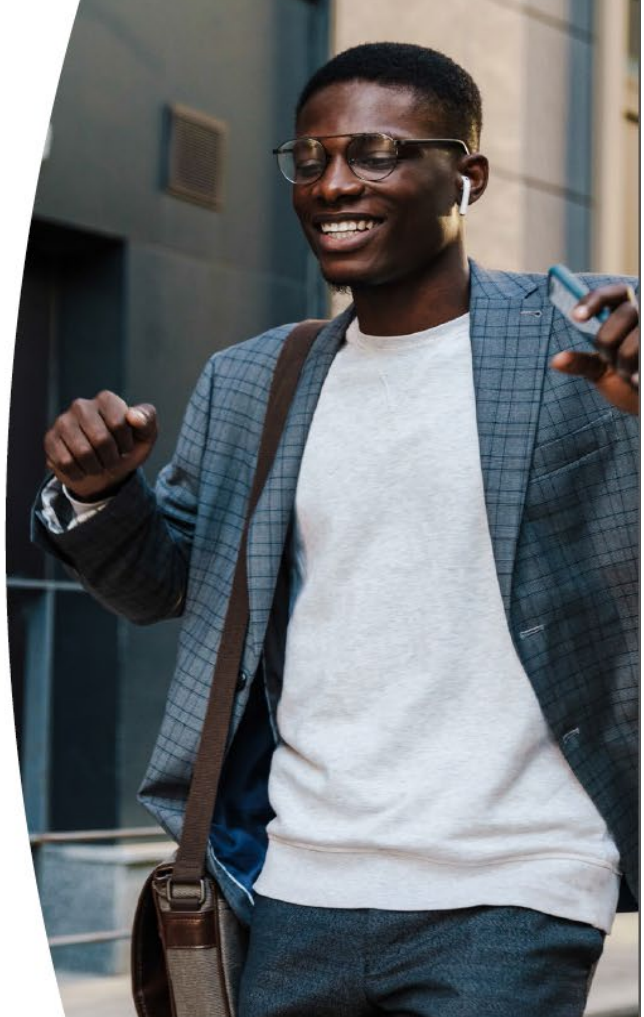
Rotational assignments



Status changes

Finding the right blend

ZeroedIn determines the cause and effect between mobility and employee performance. Identifying the right blend between tenure, experiences, and performance will help you maximize your investment in people and maximize retention.



6. LABOR HOURS AND PAY

Labor hours and pay summarize the total paid hours by workers at various pay rates including regular time, overtime, double time, and more. It's measured as a unit of work carried out by one person in one hour at a given rate. In an ideal world, effort equals outcome. But how do you know if you don't measure and analyze appropriately?

People analytics exposes employer risks

Measuring labor hours and pay, ZeroedIn helps organizations identify potential areas of concern when it comes to expenditures, risk, and liability. Management can take action to reduce overtime, mitigate fraud, monitor annual leave balance and costs, and minimize unplanned leave.

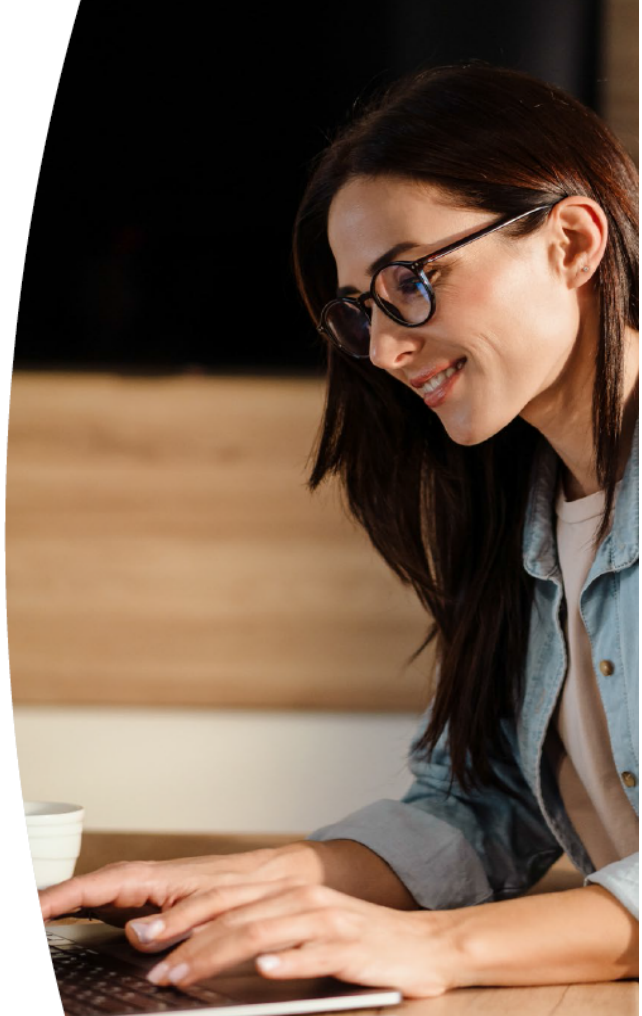


7. ENGAGEMENT

Employee engagement is defined by loyalty and obligation to a company's outcomes. Engaged employees are the biggest promoters of a business. They are more likely to stay with the company, perform well, recruit new talent, and be as committed to company goals as their own professional goals.

ZeroedIn expedites time to action

By combining people analytics and surveying, ZeroedIn quickly identifies trends and patterns among organizations that have lower engagement scores than others. Traditional root cause and action planning on employee engagement surveying alone is costly and can take months.



8. DIVERSITY AND INCLUSION

DE&I efforts need to be more than buzzwords. Workforce diversity has been shown to improve performance, engagement, and productivity. For companies to thrive, diversity should actively be promoted, celebrated, and improved.

HR leaders can leverage the power of [people analytics](#) to manage a diverse workforce in lots of ways by:



Identifying
diversity
gaps



Ensuring equitable
compensation
structures



Focusing
on diversity
retention



Looking out
for recruitment
blind spots

By understanding where the organization is today, HR can create a better tomorrow — for every employee.



9. LEARNING AND DEVELOPMENT

Learning and development programs are an important part of modern work life. They impact a number of workplace issues, such as:



Skill and
knowledge gaps



Performance
issues



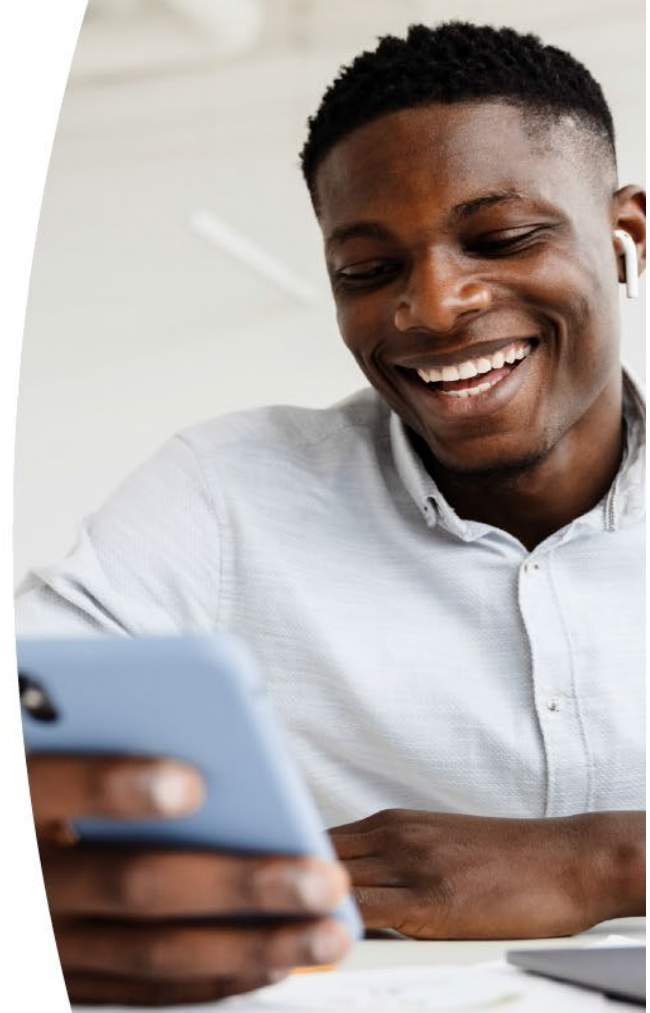
Employee
engagement



Employee
loyalty

You can improve learning and development in your organization with people analytics insights to help you:

- Know what learning activities impact business outcomes most
- Identify where scrap training occurs

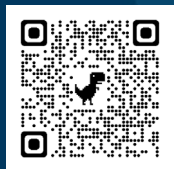




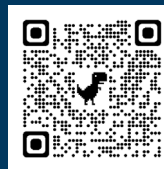
Realizing Results

- Reduce time and effort to delivery
- Increase confidence in decision making
- Understand the levers related to hiring, diversity, retention and turnover
- What gets measured gets funded
- Monetize the effects and build the business case for change

Resources For You



@zeroedin
www.zeroedin.com





Time for Q&A

Contact Information

ZeroedIn Technologies LLC
780 Elkridge Landing Road
Baltimore, MD 21090

Office: 410-242-6611

Web: www.zeroedin.com

@zeroedin