

## HR Analytics and Insights

- Do you want to make accurate HR decisions supported by data rather than intuition?
- Are you looking for practical HR tools that enhance strategic decision-making?
- Would you like to learn how to use analytics to strengthen recruitment, retention, and employee performance?

### Introduction

Human Resource Management is no longer just about people—it is about people and data. In today's competitive landscape, organisations that use analytics to drive HR decisions gain a powerful advantage. *HR Analytics and Insights* is designed to help participants adopt a data-driven approach to managing talent, performance, and workforce planning. This program introduces practical tools and techniques used by leading organisations to make better decisions in areas such as recruitment, performance evaluation, leadership development, job design, compensation, and collaboration. Over two intensive days, participants will gain hands-on experience in conducting data cleaning, analysis, and reporting using Microsoft Excel. You will learn how to extract, merge, clean, and analyse large datasets, transforming raw information into actionable insights. By mastering these skills, HR professionals and managers can move beyond instinct-based decisions to evidence-based strategies that improve employee engagement, strengthen organisational effectiveness, and secure a sustainable competitive edge.

### Program Objectives

This program aims to:

- Provide understanding of the importance of HR metrics and analytics in measuring HR's impact and drive business results.
- Apply HR metrics and analytics in strategic HR planning

### Learning Outcome

After completing this program, the participants should be able to:

- Identify the right HR metrics (what to measure, types of measurements, etc.) – aligning HR and business goals.
- Turn metrics into analytics for effective management decisions.

### Who Should Attend?

HR professionals seeking to advance their foundational competence in HR Analytics, new entrants to the HR function who wish to acquire an understanding of evidence-based HRM

## Methodology

Interactive lecture, videos, presentation, discussion, case study, case simulation, Socratic Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

## Program Outline

Day One	
Time	Program
9:00am - 10:30am	<b>Overview of HR Metrics and Analytics</b>  This program starts to explain the business case for HR metrics and analytics. After understanding the HR metrics, the participants would explore the scope of HR Analytics.
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	<b>HR Analytics Framework: Understanding the Fundamental</b>  The participants would appreciate the place of HR Analytics as part of an overall organisational Analytics. During this stage, the participants would learn the practical skills to have data Identification and preparation, data governance and data cleaning. This fundamental enables the participants to understand and appreciate the nature of HR data.
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<b>Data Framework to support strategies</b>  In this module, the participant would understand the data sources and Metrics for HR matters. The practical session is conducted for the participants to identify some of the data available in the entire Employment Lifecycle. In addition, the participants need to identify some of the approaches and costs of collecting HR-related data
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<b>Models to support strategies</b>  This module enables participants to understand the data benchmarking, data relationship, interpretation and insights. The participants would start to understand the relationship between HR data and financial data. From the analysis, the participant would conduct data mining, data modelling, predictive analysis, and approaches to do benchmarking.

Day Two	
Time	Program
9:00am - 10:30am	<p><b>Use of appropriate data collection and analytical tools and techniques to support business and HR agenda</b></p> <p>In this module, the participant would learn the key concept of correlation of Financial data and HR related data / metrics and their effective interpretation and presentation. From the understanding, the participants would appreciate the approaches of developing HR Metrics / Indicators at critical stages of the Employment Lifecycle.</p>
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	<p><b>HR Analytics a Deeper View</b></p> <p>In this module, the participant would develop HR Metrics and Analytics in skills audit and skill lost prediction and other critical issues for management decisions. The participants would learn how to develop insightful presentations and apply basic statistics in HR Analytics.</p>
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<p><b>Implementation of HR Analytics</b></p> <p>The participants would start to pick up the applications of HR Analytics outcomes with dashboard and data visualisation tools. In addition, the participant would start to understand the approaches to keep abreast of local and global HR trends and developments to provide further benchmarking insights on data analysis outcome</p>
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<p><b>Evaluate and communicate the business insights and impact</b></p> <p>It is important to appreciate data-based HR interventions with pre-determined evaluation metrics / indicators for organisational enhancement and improvement and develop the skill sets for using spreadsheets in HR Analytics. The participant would acquire skills and tools to understand business strategy and how to align HR strategies with business strategies and make a professional project presentation taking into consideration the business context and operating environment.</p>