
Measurement Standards Presentation

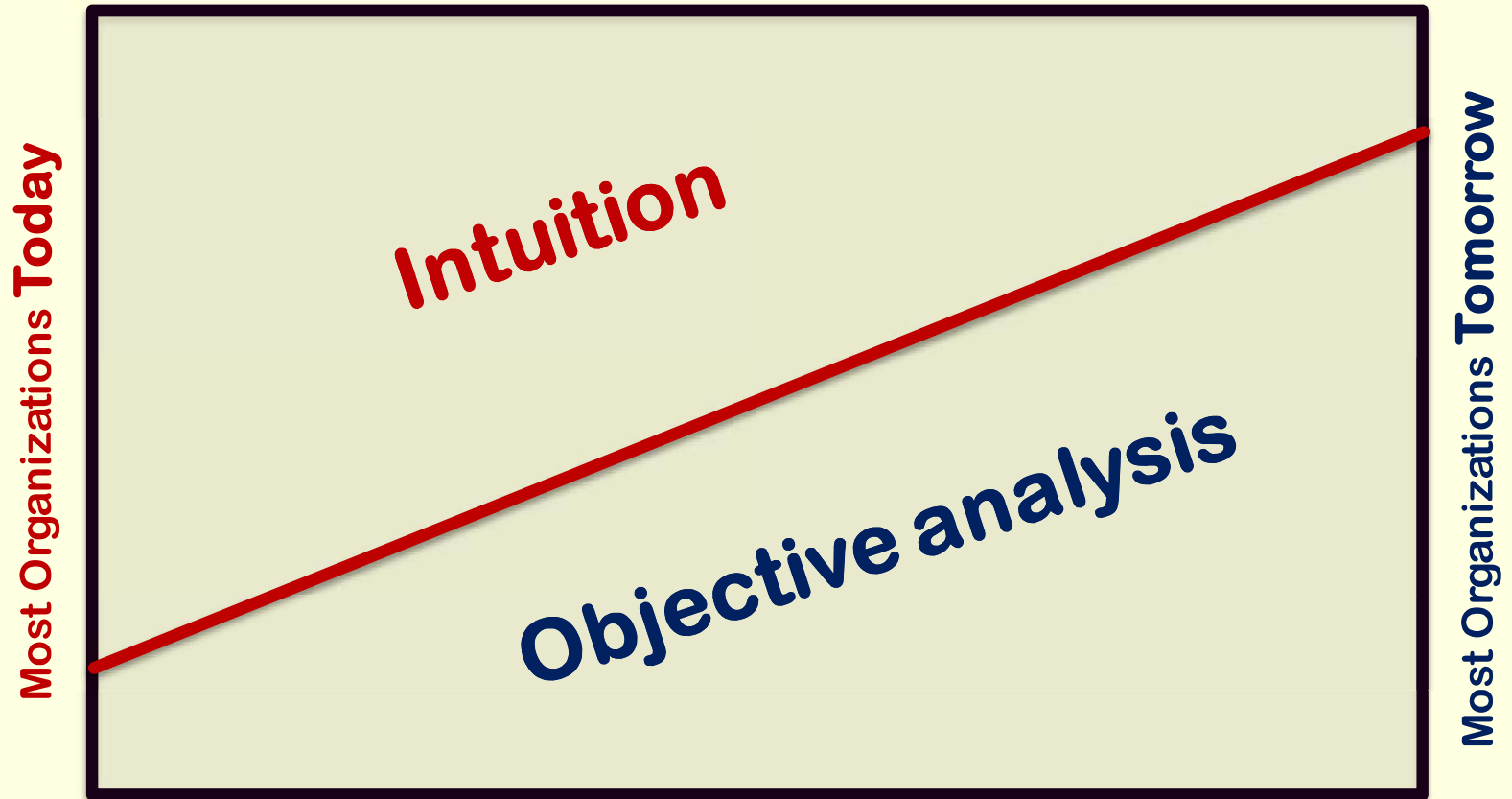
A Look to the Future: Applying Analytics to HR

Lori Kuehn, General Motors
August 2016
Atlanta



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

HR decision making is changing



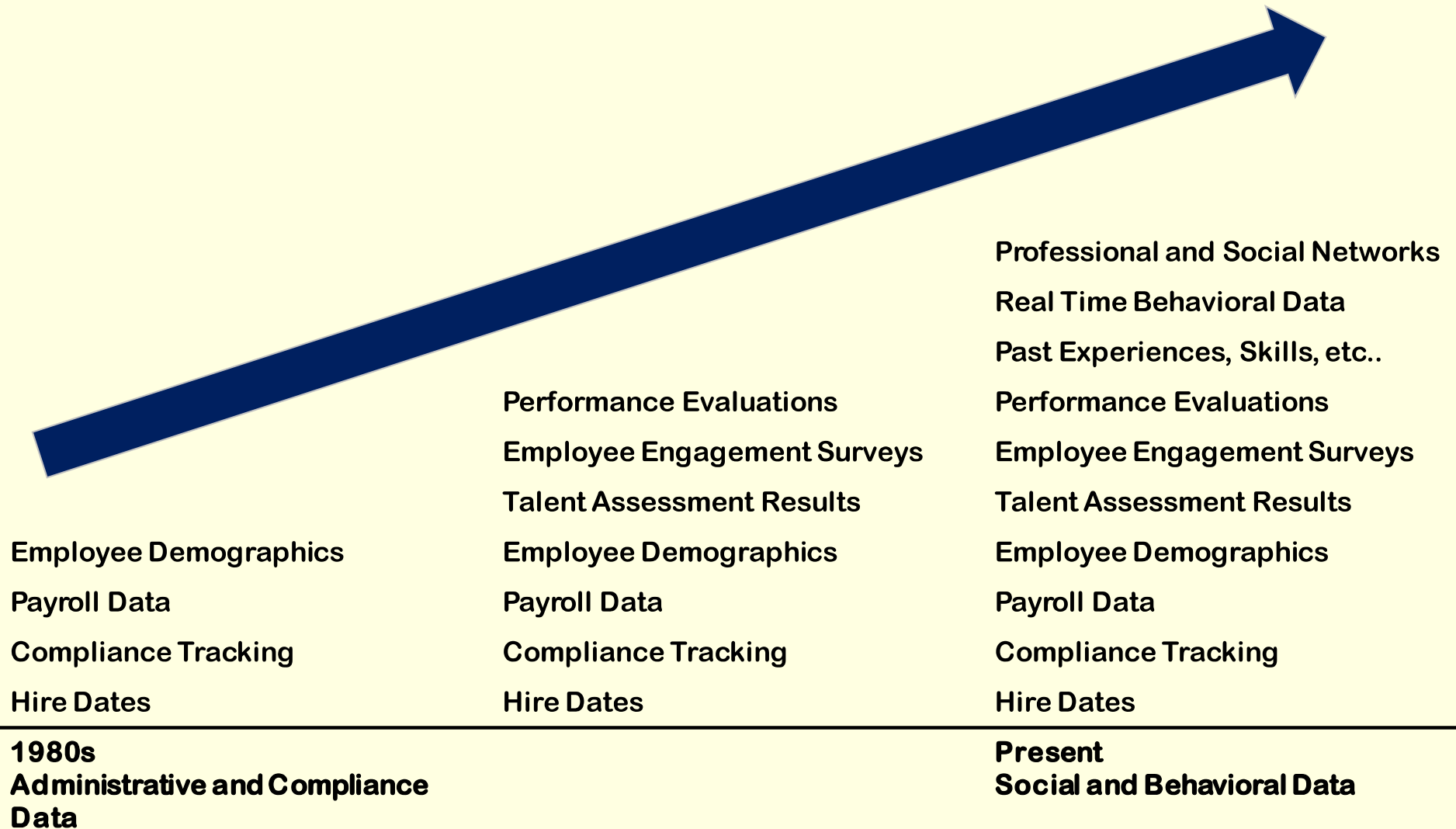
Driven by a variety of forces

Aging
Workforce

Talent War

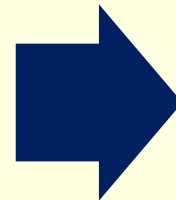
Increasing
Accountability

Enabled by an explosion of talent data



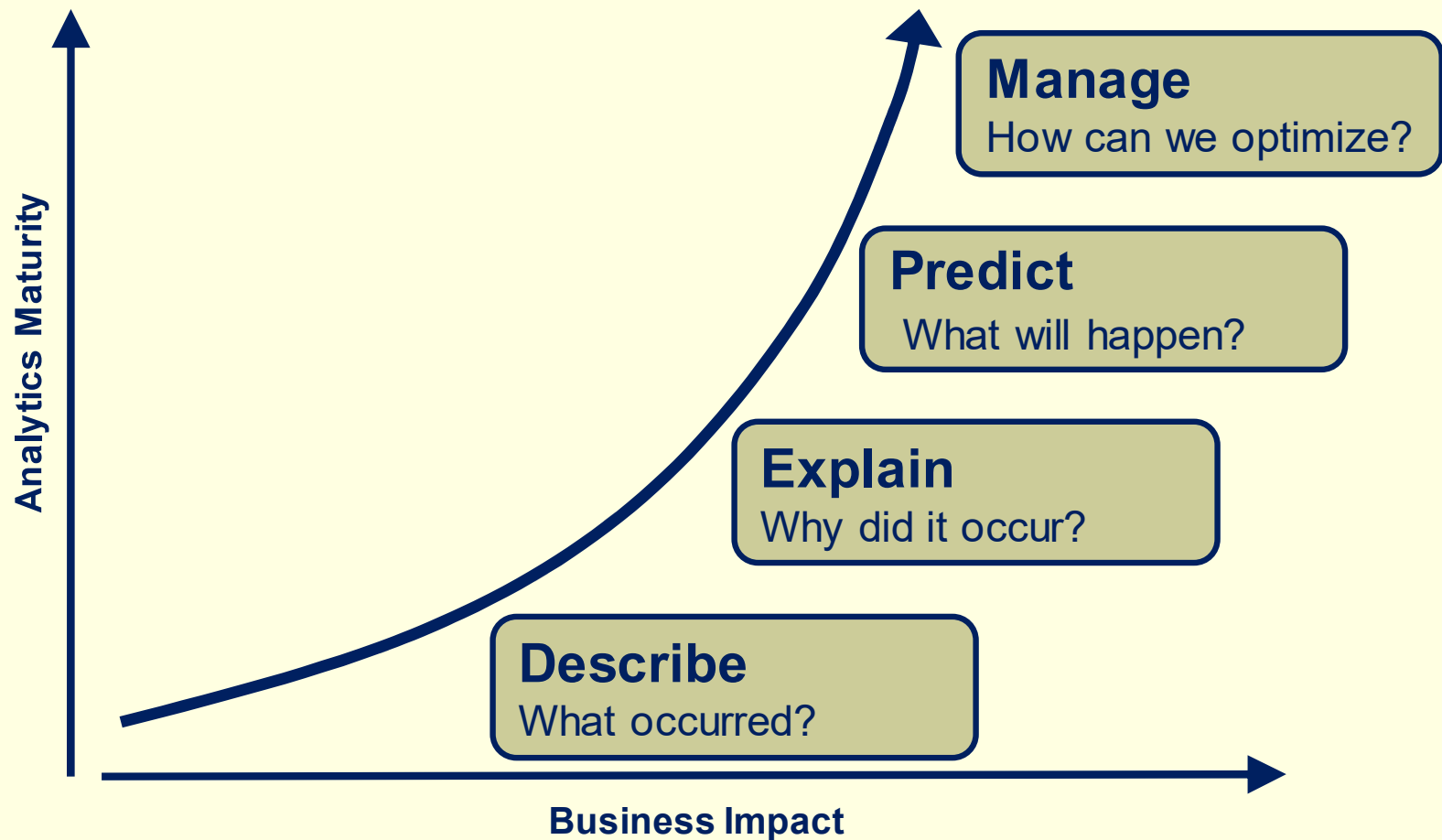
Talent Analytics makes sense of the data

A data-driven approach to understanding people at work

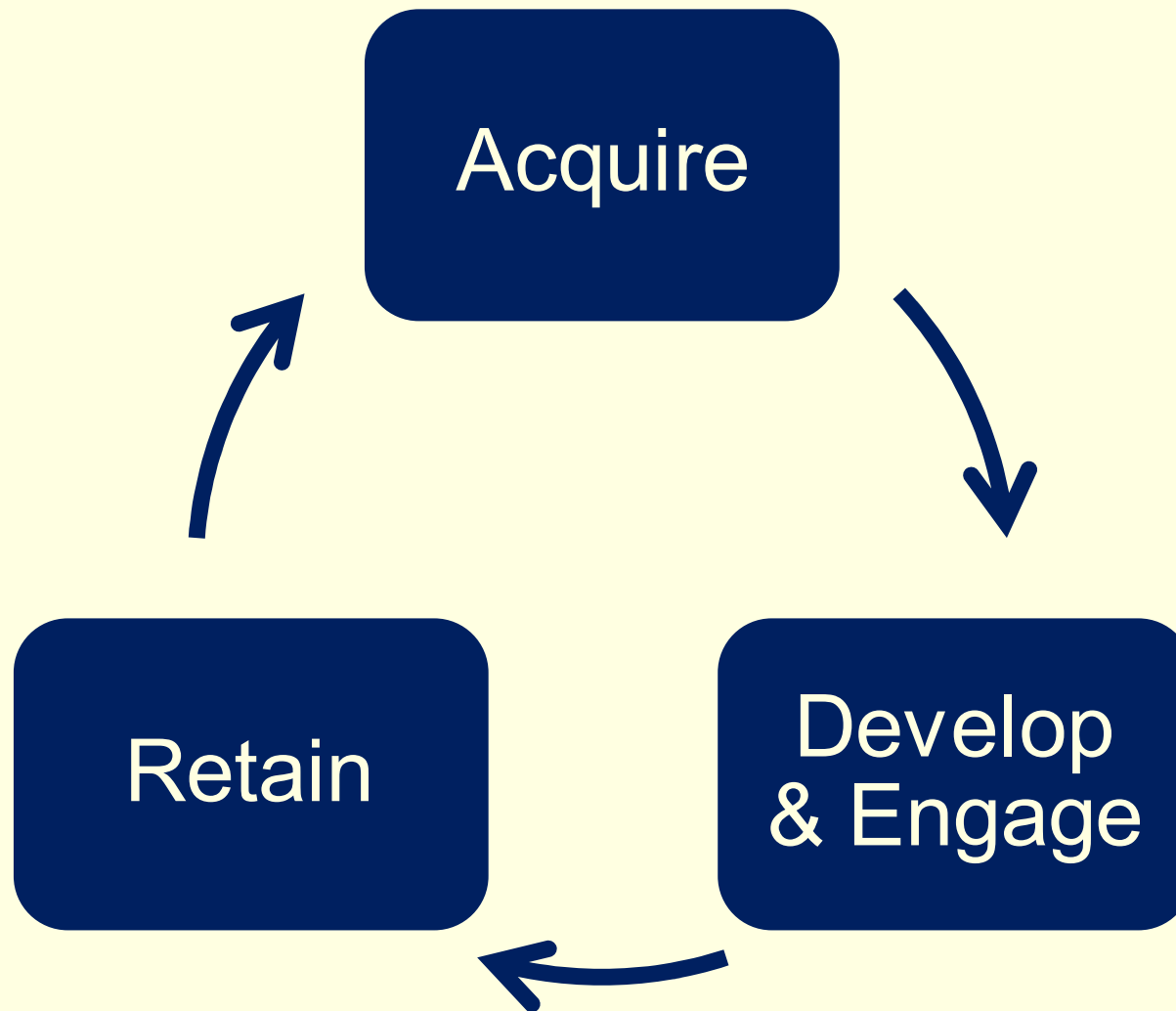


To move from intuition to an evidence-based approach to talent management

Much more than static reports



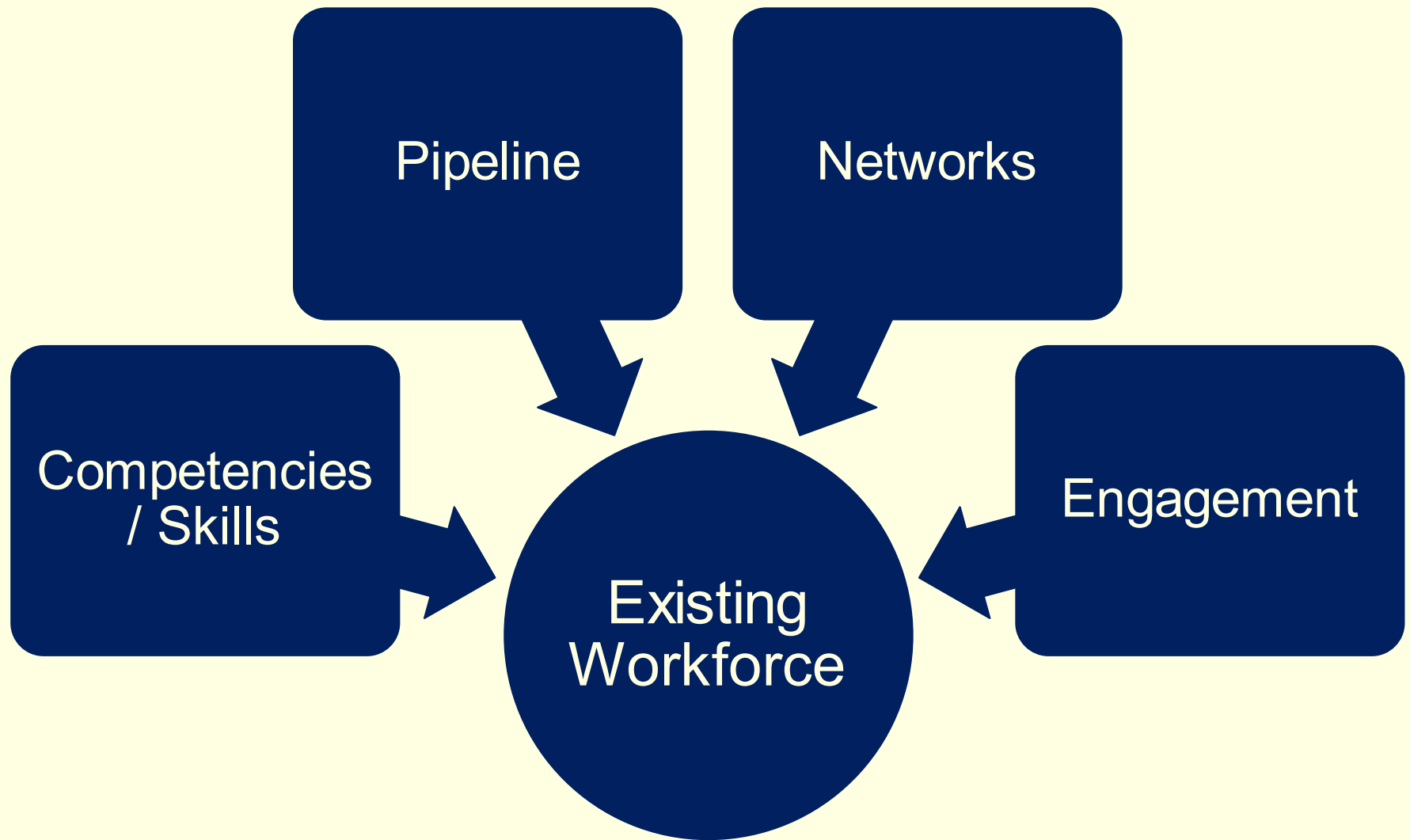
Provides benefit throughout the Talent Lifecycle



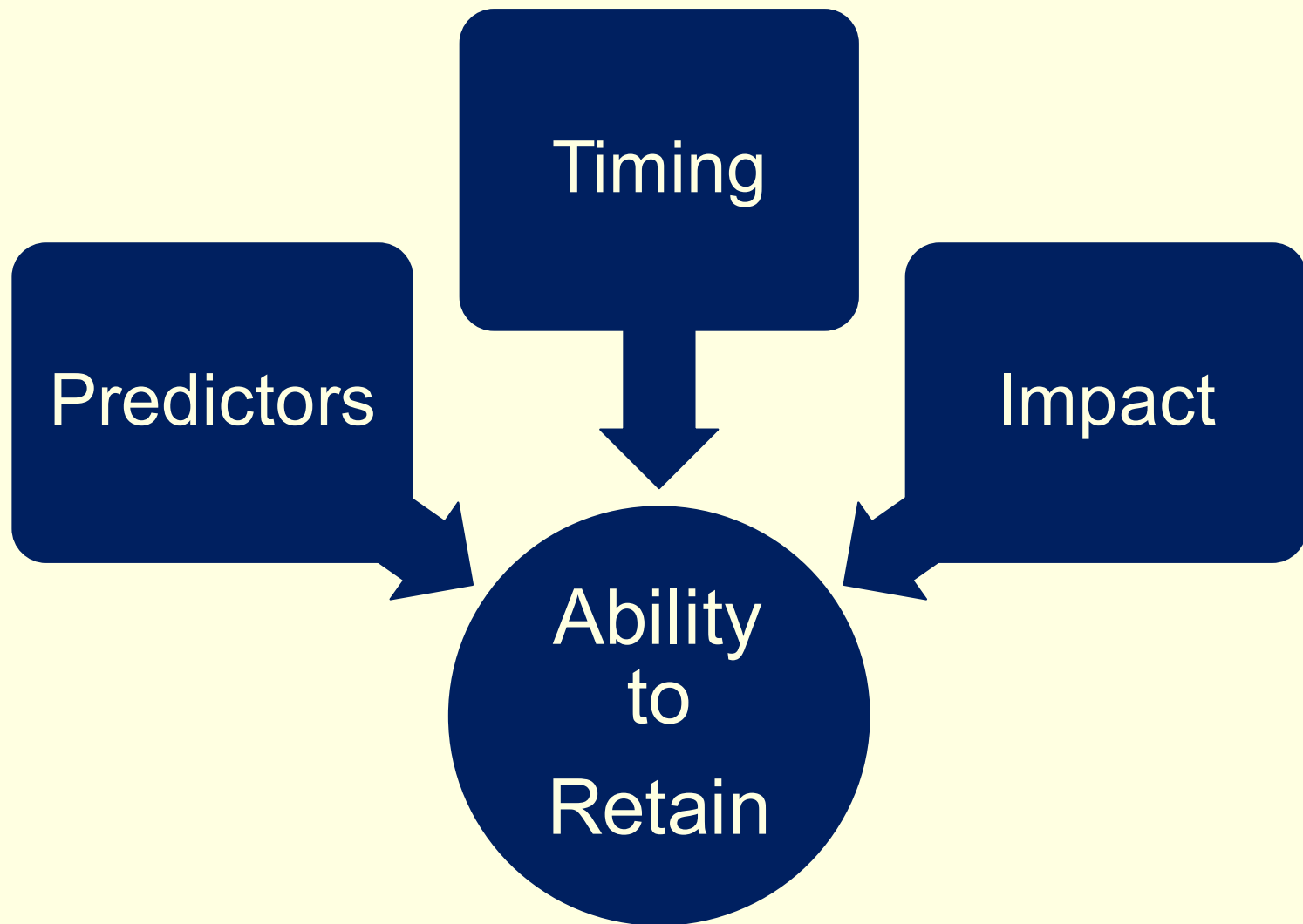
Guides talent acquisition decisions



Informs talent development

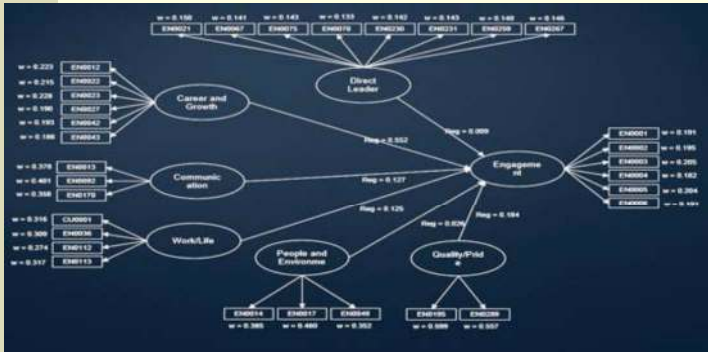


Identifies risk

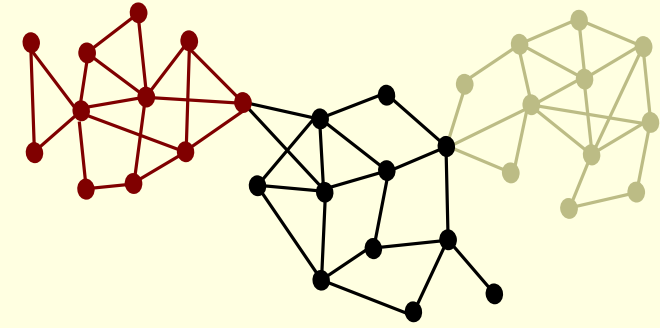


A variety of capabilities and applications

Engagement Modeling



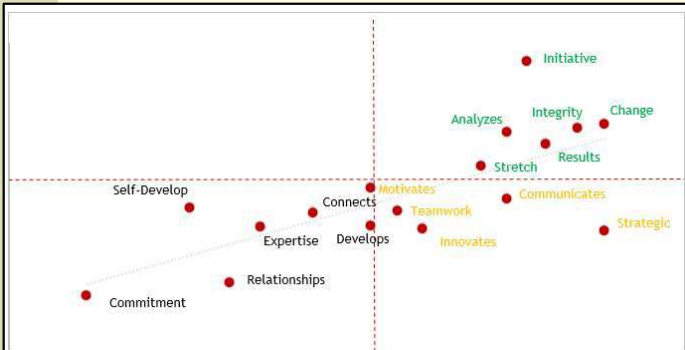
Organizational Network Analysis



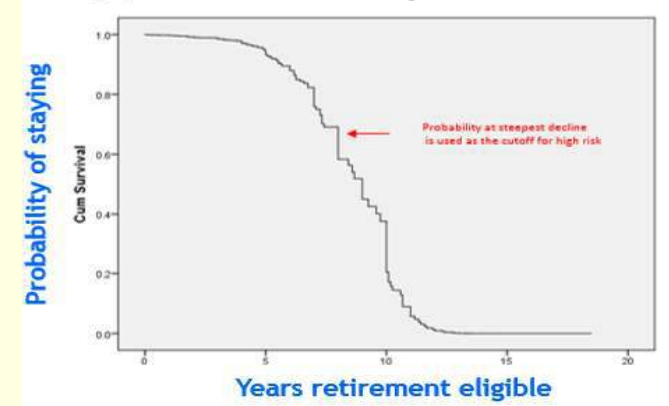
Text Mining



Core Competency Analyses

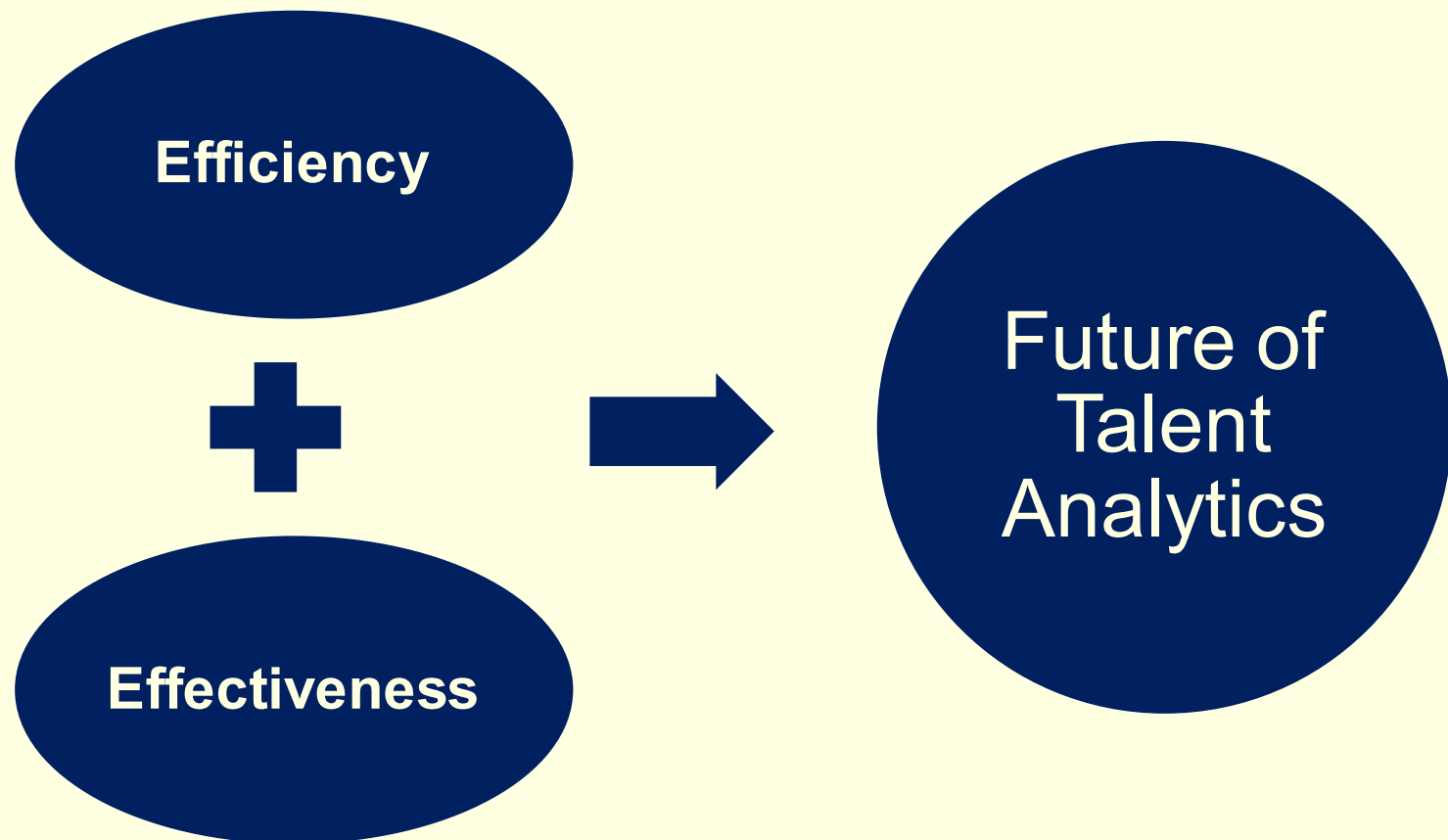


Attrition Modeling



Going forward...

A move towards focusing on quality in addition to quantity



Many parallels with Marketing



QUESTIONS ??



Thank-you!

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