Measurement Standards Presentation

A Look to the Future: Applying Analytics to HR

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Marketing Accountability Standards Board of the Marketing Accountability Foundation
HR decision making is changing

Most Organizations Today

Most Organizations Tomorrow

Intuition

Objective analysis
Driven by a variety of forces

- Aging Workforce
- Talent War
- Increasing Accountability
Enabled by an explosion of talent data

- Employee Demographics
- Payroll Data
- Compliance Tracking
- Hire Dates

1980s
Administrative and Compliance Data

Performance Evaluations
Employee Engagement Surveys
Talent Assessment Results
Employee Demographics
Payroll Data
Compliance Tracking
Hire Dates

Present
Social and Behavioral Data

Professional and Social Networks
Real Time Behavioral Data
Past Experiences, Skills, etc..
Performance Evaluations
Employee Engagement Surveys
Talent Assessment Results
Employee Demographics
Payroll Data
Compliance Tracking
Hire Dates

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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

- **Describe**: What occurred?
- **Explain**: Why did it occur?
- **Predict**: What will happen?
- **Manage**: How can we optimize?
Provides benefit throughout the Talent Lifecycle

Acquire

Retain

Develop & Engage
Guides talent acquisition decisions

New Hires

Needs

Availability

Fit / Quality
Informs talent development

- Pipeline
- Networks
- Competencies / Skills
- Engagement

Existing Workforce
Identifies risk

Ability to Retain

Timing

Predictors

Impact
A variety of capabilities and applications

- Engagement Modeling
- Organizational Network Analysis
- Core Competency Analyses
- Text Mining
- Attrition Modeling
Going forward…

A move towards focusing on quality in addition to quantity

Efficiency + Effectiveness → Future of Talent Analytics
Many parallels with Marketing

Role of Brand

Business Objectives

Analytics
QUESTIONS ??
Thank-you!