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

Intuition Most Organizations Today Objective analysis

Most Organizations Tomorrow



Driven by a variety of forces

Aging Workforce

Talent War

Increasing Accountability



Enabled by an explosion of talent data

Professional and Social Networks Real Time Behavioral Data Past Experiences, Skills, etc.. **Performance Evaluations Performance Evaluations Employee Engagement Surveys Employee Engagement Surveys Talent Assessment Results Talent Assessment Results Employee Demographics Employee Demographics Employee Demographics Payroll Data Payroll Data Payroll Data Compliance Tracking Compliance Tracking Compliance Tracking Hire Dates Hire Dates Hire Dates** 1980s **Present** Social and Behavioral Data Administrative and Compliance



Data

Talent Analytics makes sense of the data

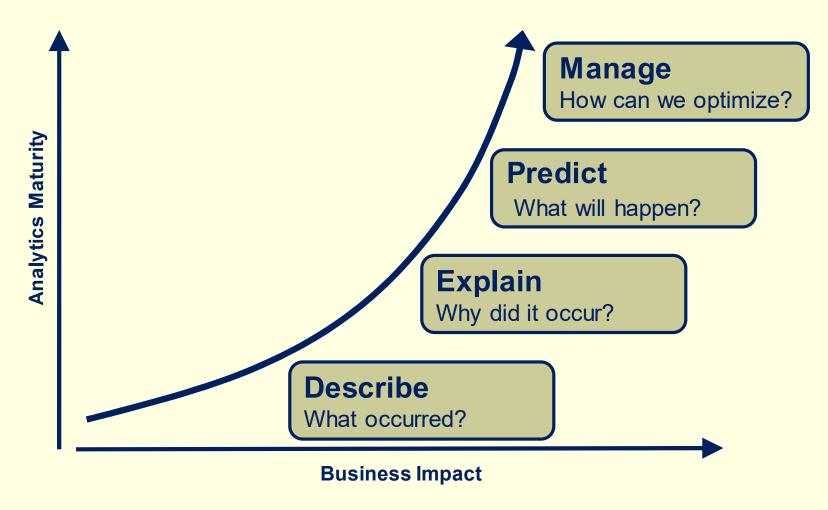
A data-driven approach to understanding people at work



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

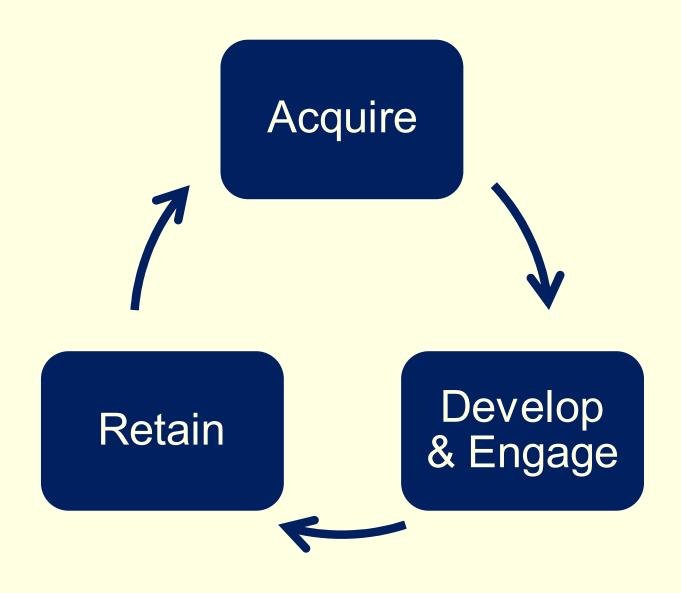


Much more than static reports





Provides benefit throughout the Talent Lifecycle



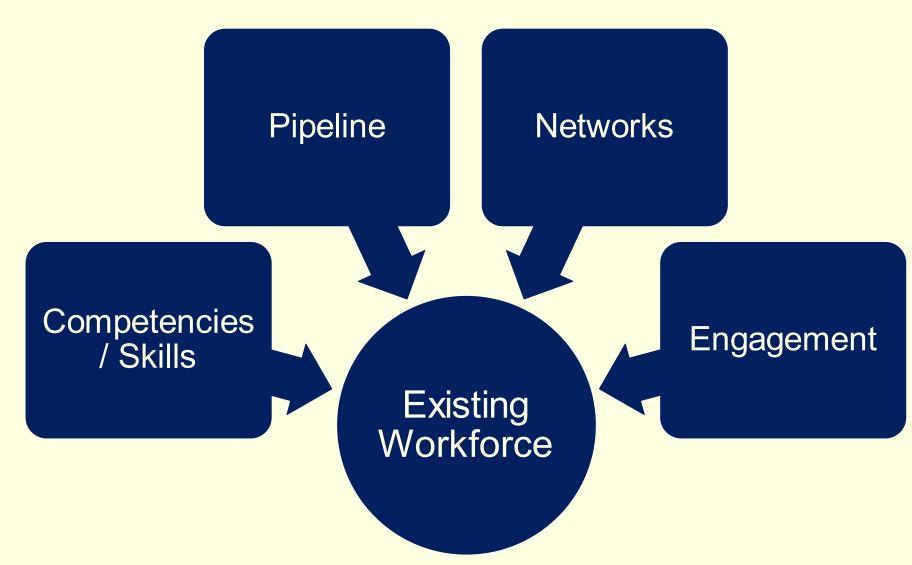


Guides talent acquisition decisions



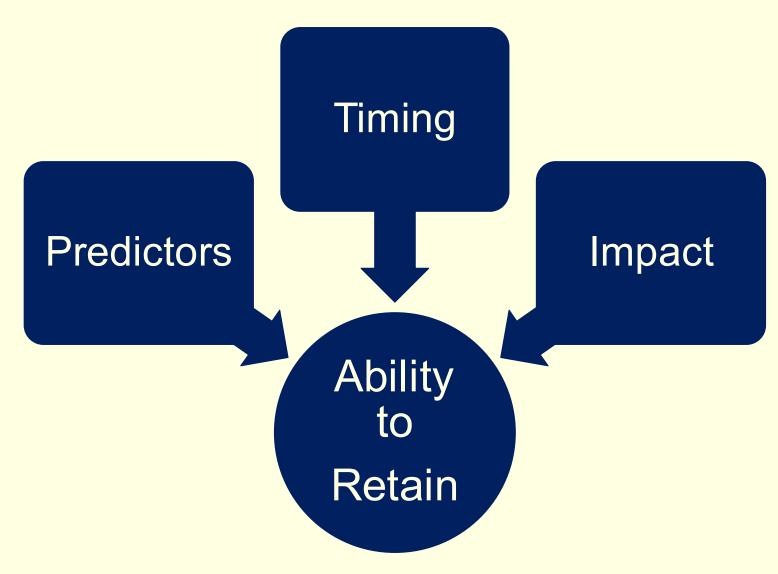


Informs talent development





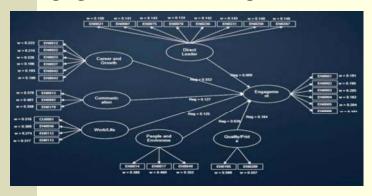
Identifies risk



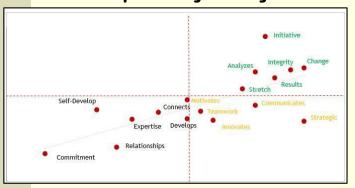


A variety of capabilities and applications

Engagement Modeling



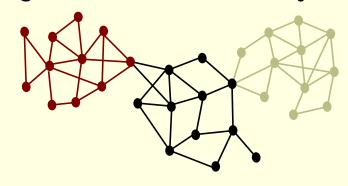
Core Competency Analyses



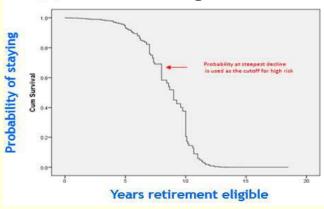
Text Mining



Organizational Network Analysis



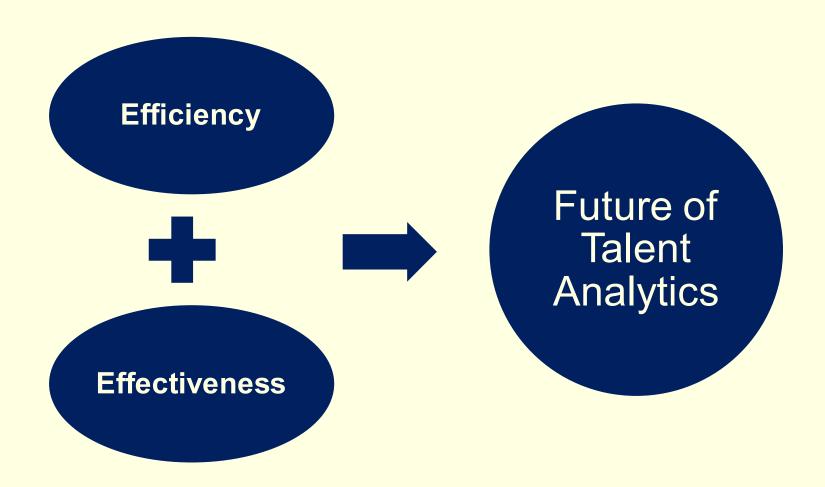
Attrition Modeling





Going forward...

A move towards focusing on quality in addition to quantity





Many parallels with Marketing





QUESTIONS??



Thank-you!



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