

The People Analytics Journey

Introductory Course for Human Resources Professionals

**Gain the knowledge and confidence!
Start your journey to data-driven HR**

About The Course

People Analytics is an emerging field of expertise, that presents today in most HR departments. It is the data science of HR practices. Therefore, understanding data science concepts is a part of every HR leaders' basic skill set. This course offers an overview of the role of HR leaders in improving business performance by informed decisions about people based on data.

The course enables HR leaders to be familiar with data science terms and concepts. It covers real-world use cases of analytics, in the realm of executives, managers, employees, and candidates. It enables HR managers to understand the competencies of this new profession.

The course contributes to developing an analytical proper mindset to start the People Analytics journey within the organization.



Who Should Participate?

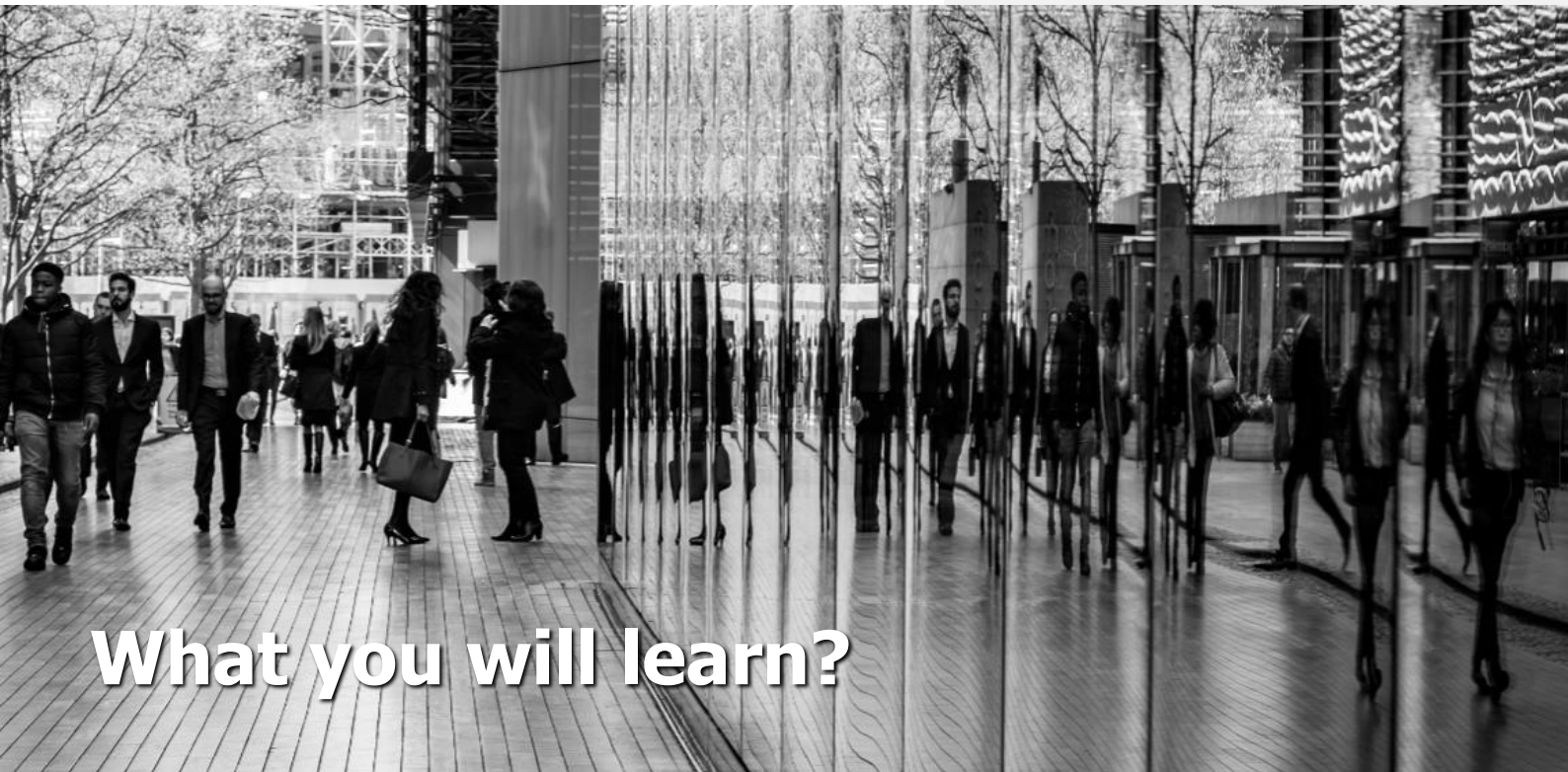
The course is targeted to HR professionals who aspire to lead a data-driven organization, promote the People Analytics domain, and be prepared for the future of work.

"I have been exposed to many sources, concepts and examples and I believe that the course is essential for anyone who wants to get started in the field. Thank you for your openness and willingness to share your knowledge and make it accessible to us."

*Vered Palit
Technion R&D Foundation*

Required Skills

Experience in an HR role is a must.
No technical skills are required.



What you will learn?

Scope of Lectures

The course includes four lectures, organized in topics that build a conceptual framework:

1. Why People Analytics? The Fundamental change.
2. The Role of People Analytics Leader.
3. People Analytics Case Studies and Simulations.
4. Emerging trends of HR tech.



Module 1

Why People Analytics? Fundamental changes

A review of new demands in HR and the state of affairs in this profession.

Session outline:

- Warming-up Exercise
- New Demands from HR
- Defining People Analytics (PA)
- Motivational Case Studies
- HR and Business Value
- PA and Employee Lifecycle
- What PA is not...
- Data Science and Skill Gaps
- Closing Exercise, Homework

Background and supplement materials:

- [HR Dashboards are not People Analytics – but you need both!](#)
- [Workforce data is a mess! What can you do about it?](#)

Module 2

The Role of People Analytics Leader in the organization.

Practical guidance in starting the journey to data-driven HR.

Session outline:

- From Business Questions to Analytics
- Five Perspectives of People Analytics
- Quick Win, Exercise
- Three Levels of Analytics
- From Statistics to ML & AI
- HR Data Is A Mess!
- Planning by Value Creation
- Job Description, Exercise

Background and supplement materials:

- [People Analytics: Your very first step in a long journey](#)
- [Who are you my fellow "People Analytics Leader"?](#)

Module 3

People Analytics Case Studies and Simulations.

Real-world use cases of People Analytics

Session outline:

- It's complicated... Why?
- How to cross the barrier
 - Case Studies: TBD
- Workforce data sources, Exercise
- DIY - from Statistics to ML
 - Simulation I – Gender Diversity
 - Simulation II - Predicting Employee Attrition
- Don't invent the wheel

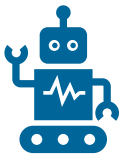
Background and supplement materials:

- [Gender diversity in tech: Simple steps forward](#)
- [Predicting Employee Attrition](#)

Module 4

Emerging trends of HR tech.

A review of HR-tech innovation along the employee lifecycle.



Session outline:

- A second glance into the future
- Classification of PA solutions, Exercise
- Procurement in PA and HR-Tech
- Ethics in PA and HR-Tech

Background and supplement materials:

- [An employee in the big data era: Will you let robots determine your future at work?](#)
- [Will People Analysts always be human? Procurement and Ethics.](#)





**More
Added
Value!**

Teaser Exercises

Home assignments, that will enable to reflect on business questions, people, and data.

Starter Kit

A complementary list of recommended sources, based on the state-of-the-art in People analytics: Books, Articles, and Podcasts.

"Interesting course! The meetings were comprehensive and definitely provided tools to start data analytics projects in HR."

*Ronen Rezenberg
Bank of Israel*

About Course Instructor

For more than 18 years now, Lital Shemer Haim supports organizations in the processes of data collection and analysis, assisting in creating comprehensions and insights that lead to effective decision making and actions.



- Lital brings Data Science into organizational activities, to guide organizations to base decision-making about people on data. Her experience in applied research, keen usage of statistical modeling, constant exposure to new technologies, and genuine interest in people lives, all led her to focus nowadays on People Analytics and HR Data Strategy.
- Lital holds a Technion Master of Business Administration (M.B.A) and B.A Economics and Management. She also holds a B.A in Psychology of Tel Aviv University, and Positive Psychology Certificate. Lital participated remotely in the Data Science Specialization of Johns Hopkins University, where she studied R programming and Practical Machine Learning. She also remotely studied Predictive Workforce Analytics at the University of California Irvine, Statistical Learning at Stanford University, and Data Science and Big Data Analytics in MIT xPro.

Place and Schedule

Schedule: November 11th, 18th, 25th, December 2nd 2019

16:00-20:00 (Total of 20 academic hours).

Place: "My Campus", 31 Lekhi St., Bnei Brak

How to get There? [map and transportation](#)

Register Now



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Frequently Asked Questions



Is it theoretical or practical?

The course combines theoretical and practical contents. You will acquire analytical mindset that will enable you to support business questions with HR data. You'll learn the foundations, review case studies and tools, so hopefully, you'll apply some of it in your organization, in accordance with its maturity.



Do I need a certain software?

You don't need to have or to purchase in advance any software or tech solution. During the course you'll learn to distinguish between solutions, so eventually your voice will be heard better, in procurement decisions or in communication with your internal or external analytics provider.



Will it help my Career in the HR domain?

The future of work, and the future of HR, will be completely different – much more automated, technological, and data-driven. Expanding your skills via People Analytics mindset and practices will help you to save your future spot. It will also enable you to contribute more to your organization, which may lead to career opportunities and growth.



Why should my employer support it?

The course enables to understand how people processes are related to business results. People Analytics practices support this linkage. Your employer would like you to contribute more in improving the return on investment in people, and in developing data-driven approach to people processes, using up-to-date technologies and methodologies.

Who else chose
Littal Shemer Haim
for
People Analytics
training, mentoring and consulting?

(partial list)

Amdocs, ATG, Bank of Israel, Biosense Webster, Bizzabo, Castro, Clalit, ClickTale, El-op, Elisra, Feedvisor, Galor Systems, Gett, GIA, Hadassah Medical Center, Here, IACC, IDF, Ikea, IronSource, Israel Electric Corporation, Ituran, JDC, Kidum, Leomi-card, Mayer Cars, Mekorot, Ministry of Health, Ministry of Trade and Industry, Nesher, Plarium, Riskified, Schindler, Sisense, Spiral Solutions, Strauss, Taboola, Technion R&D Foundation, Tikal, Toga Networks, Yotpo.

