The Human Capital Institute's Analytics for Talent Management (ATM) Certification Course

Leverage data and people analytics to optimise talent management practices

Vertical: Human Resource
Type: Certification-led
Sub-Category: Talent
Website: Course page
Hello there

You’ve considered embarking on an exciting journey to strengthen your professional status and career trajectory. The choice to obtain professional certification and/or further credentials in the subject matter area that you choose to specialise in, puts a powerful tool, right in your hands.

It will bring you competitive edge, career progression and market opportunity.

This brochure will provide further information about the course of your choice. There is a wide selection of other courses on our website, a selection that is constantly added and improved upon. Feel free to email or call us if you need help with anything.

We welcome the chance to be part of your journey.

Sincerely

Rowena Morais
Programme Director
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Two Day Course

Offered by the prestigious Human Capital Institute, this is the premier credential for professionals seeking to leverage data and people analytics to optimise talent management practices.

An HR Education in Applying Analytics

Understanding customer behaviours, tracking marketing and promotional channels, financial forecasting — these are all business critical tasks heavily dependent on the thoughtful collection and analysis of data. And yet by comparison, HR lags behind. In fact, 8 out of 10 practitioners reported in 2015 that their leaders continue to use gut-feel to make talent decisions.

Data is collected at every point of the talent lifecycle: applicant tracking systems, human resource information systems, learning management platforms, and performance reviews, to name a few. Why then, are HR practitioners failing to leverage and apply this information?

80% of organisations agree data analytic skills are important for HR professionals

HCI, 2015
Just 14% of HR Departments are currently using data analytics. That compares to 77% of operations organisations, 58% of sales organisations and 56% of marketing organisations.

- Mark Feffer, HR Moves Towards Wider Use of Predictive Analytics, SHRM

This challenge has many roots, including limited cross-functional cooperation and incompatible technology platforms. But the most important factor: Companies lack the analytical skills necessary to support a data-driven approach to talent management.

**Why take this course?**

To continue to be a strategic partner to the business, HR must adapt to this new approach — a focus on using data to make informed decisions around talent management. In fact, as HR teams become more specialised, the demand for skills in data and analytics grows.

HCI’s new Analytics for Talent Management course was designed to address these issues: a 2-day, interactive training that arms HR practitioners with the terminology, skills and knowledge they require to effectively navigate the world of data and analytics, by learning how to think analytically, understand basic statistical techniques, and connect talent management initiatives to bottom-line business impact.

Notable topics covered in the course include confirmation bias, crafting good questions, using natural experiments and analytical models, understanding statistical algorithms, handling objections, data presentation approaches and practical examples of applying data to talent management initiatives in talent acquisition, engagement, retention and workforce planning.

More than ever before, HR practitioners need to cultivate the ability to speak the language of data and analytics, understand the key skills required to implement a robust practice and make a case for investment in this critical area. HCI’s newest course will help get you there.
HR’s role is to confidently pull levers that have a predictable impact on engagement, performance and other areas of TM that then drive business. If you can predict it, you can improve it.

Analytics for Talent Management provides the tools to analyse any human capital situation, criteria with which you can form and evaluate hypotheses, and guidance to interpret, present and defend statistical analyses with confidence.

This course will explore the elements of telling a good story with data and how to handle common objections to HR data findings from senior leaders.

Narrative commentary that demonstrates clear, compelling, data-driven insights are crucial to advocating interventions to drive success.

Understand and apply to predict and drive human capital

Sample HCI Principles
HCI offers the only comprehensive curriculum for Strategic Talent Management and New Economy Leadership.

Courses incorporate the most current thought leadership, best practices, original research and new ideas into a continuously evolving, highly collaborative learning experience.

The Foundation

All HCI courses are built on a foundation of:

■ Substantive and contemporary content, consistent with business school standards;
■ Practical and actionable concepts, presented in case format;
■ Active involvement, engagement and participation;
■ Real world practices that require application of the material;
■ Use of best media and methods across learning styles;
■ Highest quality instructors in both subject matter and pedagogy; and
■ An objective emphasis on measurably improving business performance.

Learning Fundamentals

■ Optimised blended learning environment;
■ Grounded in original research;
■ Designed and taught by senior academics and executives;
■ Highly interactive, case-based and collaborative;
■ Continually updated with new content, tools and information;
■ Practical, effective and focused on measurable business results; and
■ Supported by deep informal learning resources.
DAY ONE

- Introduction
- Section I - The Role of Data in HR
- Applying Analytics Case Study
- Section II - Analytical Thinking
- Section III - Accessing the Data You Need

Introduction
- Agenda;
- Introductions.

Section I – The Role of Data in HR
- The Transformation of HR
  - Why analytics matters;
  - Types of analytics: descriptive/predictive/prescriptive;
  - The analytics continuum;
  - The Talent Management Value Chain: What outcomes can HR directly impact?

Applying Analytics Case Study
- Applying Analytics;
  - Talent Acquisition at NCR.

Section II- Analytical Thinking
- Asking Good Questions:
  - What’s a good question?
- Developing & Testing Your Hypothesis:
  - Hypothesis: a possible answer;
  - Knowing what to measure;
  - Use path diagrams to identify drives and surface hypotheses;
  - Correlation does not equal causation;
  - Test your hypothesis with rigorous scientific methods;

Helpful Statistics:
- Sample size and control groups,
- Regression modeling;
- Assessing p-value, R, and R-squared;

Common Errors to Avoid:
- Review results in context;
- Confirmation bias.

Section III - Accessing the Data You Need
- Overcoming Obstacles: Difficulties with data;
- Types of Data:
  - Structured and unstructured data;
  - “Big data”;
  - Common sources of data and how to integrate them;
  - Privacy and confidentiality concerns;
DAY ONE

- Section III - Accessing the Data You Need
- Applying Analytics Case Study
- Conclusion Day One

- Handling Data: Hands-on Practice:
  - Spotting mistakes;
  - Missing data;
  - Standardising data).

Applying Analytics Case Study

- Applying Analytics: Manager Performance and Employee Engagement at Google.

Conclusion Day One

- Knowledge summary of day one;
- Q&A;
- Tomorrow’s Agenda.
DAY TWO

- Introduction
- Section IV - Analytics Practice
- Applying Analytics Case Study
- Section V - Practical Steps to Get Started
- Conclusion Day Two

Introduction
- Agenda;
- Day One Recap.

Section IV – Analytics Practice
- Working with Data: Hands-on Practice:
  - Clean and prepare data;
  - Integrate data from multiple sources (HRIS/LMS);
  - Generate hypotheses based on the data;
  - Standardise data;
  - Test hypothesis using pivot tables;
  - Extend exploration of data using multiple regression analysis.

Applying Analytics Case Study
- Applying Analytics: Talent Retention at Credit Suisse.

Section V: Practical Steps To Get Started
- Moving Up the Continuum: Keys to success in analytics;
- Telling a Story with Data:
  - The importance of narrative;
  - Graphics and visualisation;
  - Objection handling: How to handle push-back;
- Building a Team:
  - Gathering the skills you need;
  - Getting stakeholders aligned;
- Tips—and Inspiration:
  - Some questions;
  - Start small and low-tech.

Applying Analytics Case Study
- Applying Analytics: Workforce Planning at GE Aviation.

Conclusion Day Two
- IAP Review;
- Course Summary;
- Final Q&A.
Why HCI?

AUDIENCE PROFILE

- 195,000 HCI members worldwide;
- 18% in emerging markets;
- 96% of the Fortune 500;
- 77% of the Inc 500;
- 52,000 mid-sized firms;
- 726 colleges & universities;
- all major federal agencies and all branches of the military.

HCI At a Glance

The Human Capital Institute provides solutions that advance the practice of human capital and strategic talent management. A global clearinghouse and catalyst for new ideas and next practices, HCI is a resource for the most progressive organisations and executives in the world.

Online Talent Communities

- world’s largest aggregator of open source news, information and research at the intersection of human capital and business strategy.
- access to over 100,000 articles, white papers and case studies;
- digital library of over 1,800 webcasts, podcasts and videos;
- daily feed of over 200 expert blogs.

HCI Alumni

Since 2005, more than 20,000 progressive talent leaders have taken an HCI education course. As a participant, you will receive complimentary Community Membership with HCI.

Sample HCI Alumni
THE EXAM
- Multiple choice exam;
- Can be taken anytime after attending the course (does not expire);
- Exam consists of between 40-60 questions depending on which course is taken;
- Pass score of 75%;

EXAM CONDITIONS
- You can re-take the exam by clicking on the exam link provided. There is no re-set once the examination is open to be taken. You are, however, not allowed to stop and start ie once you begin the exam, you must complete it in entirety once you have entered;
- No limits on the number of re-takes you can do.

CERTIFICATION
In order to receive your certification you must pass a test receiving a score of 75% or higher.

RE-CERTIFICATION
- Each certification is valid for 3 year period;
- Renewal is based on continuing education credits that demonstrate currency in the field;
- Credits may be earned by attending HCI learning events, completing additional courses or through outside educational activities;
- The accumulation of 60 credits extends the certification for three additional years.

CREDITS
1. Approved for **11.25**
   - Business recertification credit hours towards PHR®, SPHR® and GPHR® recertification through the HR Certification Institute;
2. SHRM has pre-approved this certification for **11.5**
   - Professional Development Credits (PDCs) toward SHRM-CP℠ or SHRM-SCP℠ certifications. The Human Capital Institute is recognised by SHRM to offer Professional Development Credits (PDCs) for courses named above.

Supports HRCI and SHRM recertification.
Ron Thomas
MHCS SWP GHCS

Cited by CIPD as one of the top five HR thinkers in the MENA region, Ron Thomas, MHCS SWP GHCS is Managing Director at Strategy Focused Group - MENA based in Dubai.

Ron was formerly CEO, Great Place to Work Gulf and the former CHRO for the RGTS Group in Riyadh, Saudi Arabia. A senior faculty member of the Human Capital Institute (HCI), he holds HCI certification as a Master Human Capital Strategist (MHCS) and Strategic Workforce Planner (SWP).

He has held senior level positions within Xerox HR Services, IBM and Martha Stewart Living. Board memberships include the Harvard Business Review Advisory Council, McKinsey Quarterly Executive Online Panel and HCI’s Expert Advisory Council on Talent Management Strategy.


A sought after keynote speaker, he was recently named one of the “50 Most Talented Global HR Leaders in Asia” by the World HRD Congress.
Important Note
1. This course is brought to you in partnership with The Human Capital Institute and Ron Thomas.
2. Terms and conditions apply. Please visit Vertical Distinct for the full terms.

Who Should Attend
The Analytics for Talent Management course is valuable for everyone from mid-career HR practitioners doing data analytics themselves, to senior HR leaders that need to build or enhance their knowledge of data and analytics for talent management. Individuals tasked with running analytics projects and initiatives within HR, such as employee engagement, workforce planning, and talent acquisition as well as those that lead teams of statisticians and analysts, will also find the course invaluable.

Locations
Geographies covered:
Asia Pacific | Africa | Europe
Complete and updated list of all cities and dates are available on www.verticaldistinct.com

Prerequisites
None applicable.

Inclusives
A meal and light refreshments will be provided at this course. This price is inclusive of the cost of taking the exam.