



# HR as a Strategic Business Partner: Connecting HR to the Bottom Line through Smarter Analytics

This workshop is designed to equip HR leaders with the understanding and strategy to connect HR data to business outcomes through analytics. Real world organizational issues will be solved using data and business case analysis. Practical and actionable strategies for harnessing the power of analytics in one's own organization will be provided. HR leaders will take away knowledge of how to use, discuss, and champion analytics in order to directly impact the bottom line and be seen as a strategic business partner in their organization.



## Learning Objectives

After completing this program, participants will be able to:

- Identify opportunities to apply analytics in their own organizations
- Learn and demonstrate effective internal consulting skills
- Learn the Business Partner RoadMap for using practical analytics that show business impact
- Develop a business case and expected ROI for HR initiatives
- Apply a practical and proven methodology for implementing HR analytics in organizations



## Key Takeaways

Key takeaways for the workshop include:

- Case Studies that show the process and business impact of HR initiatives
- A process for connecting people data to business outcomes
- Information gathering and analysis tools to use with clients
- Examples for building a business case with analytics and calculating an expected ROI
- Tools for building an HR Strategy that is directly connected to real business outcomes
- Build Business-Focused HR Metrics that directly impact real business outcomes

**REGISTRATION: \$700**

[www.SMDhr.com/hr-workshop](http://www.SMDhr.com/hr-workshop)



## COURSE PREREQUISITE

5 or more years of HR experience preferred

## MATERIALS INCLUDED

Copies of bestsellers *Investing in What Matters: Linking Employees to Business Outcomes* and *Business-Focused HR: 11 Processes to Drive Results*

**12 Hours Strategic Credit**



## Introductions and Overview

### Lesson One: Current State of HR & Analytics

- Discuss current trends and shifts in the focus of HR Leaders
- What are “Big Data” and “Predictive Analytics” in the world of HR?
- Being a good consumer of statistics and analytics
- Discuss how HR leaders can use “Big Data” and analytics in their own organizations – start with what you know

### Lesson Two: Aligning HR Strategy with Business Outcomes and Your Organization’s Goals

- Discuss Business Strategy Map as an organizational tool
- Review Sample Business Strategy Maps- Case Studies
- Practice Mapping HR to Organizational Strategy

### Lesson Three: Creating Business-Focused HR Metrics

- Discuss different types of metrics: Efficiency, effectiveness and business-focused metrics
- Draw a sample HR scorecard for your organization
- Discuss expected ROI, metric targets and communicating results

### Lesson Four: Being an Analytics Champion in Your Organization

- Building credibility with data
- Demonstrating value and building trust
- Discussing analytics simply and effectively

### Lesson Five: HR Analytics–Business Partner Roadmap

- Connecting HR data to business outcomes
- Case study presentations
- Analysis basics
- Prioritizing drivers of business outcomes

### Lesson Six: Creating the Business Case

- What is a business case and why is it important?
- Review a business case template
- Review sample business case (case study)
- Team will work on a “live” business case

### Lesson Seven: Presenting Results

- Using data to tell a story
- Keeping it simple
- Debrief process, what worked, what can be improved?
- Final thoughts and action plans

## MATERIALS NEEDED

- Laptop computer
- Current set of HR metrics currently being measured in your organization and in HR
- Any documents that outline, discuss or describe organizational strategy and HR strategy, if available

## REQUIRED READING

- Investing in What Matters: Linking Employees to Business Outcomes
- Business-Focused HR: 11 Processes to Drive Results

