

Excellence in People Analytics: How to Use Workforce Data to Create Business Value

by

Jonathan Ferrar

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Synopsis

Effectively and ethically leveraging people data to deliver real business value is what sets the best HR leaders and teams apart. Excellence in People Analytics provides business and human resources leaders with everything they need to know about creating value from people analytics. Written by two leading experts in the field, this practical guide outlines how to create sustainable business value with people analytics and develop a data-driven culture in HR. Most importantly, it allows HR professionals and business executives to translate their data into tangible actions to improve business performance. While navigating the rapidly evolving world of work. Full of practical tools and advice assembled around the Insight222 Nine Dimensions in People Analytics® model, this book demonstrates how to use people data to increase profits, improve staff retention and workplace productivity as well as develop individual employee experience. Featuring case studies from leading companies including Microsoft, HSBC, Syngenta, Capital One, Novartis, Bosch, Uber, Santander Brasil and American Eagle Outfitters®, Excellence in People Analytics is essential reading for all HR professionals needing to unlock the potential in their people data and gain competitive advantage

What people say about this book

Daniel R., "Great Book. This book covers the essentials to understand the topic of people analytics. From how to form teams, what skill sets to look for, and how to gain credibility within the organization."

Teddy Ruiz Jr., "Best material on People Analytics. The book provides both theoretical and practical workable insights that you can immediately apply and come up with specific actions. Easy to read with insightful case studies and interesting cross referencing for further reading. Excellent material on people analytics. The best so far!"

Bamf, "A good general overview. At first I would have given three stars. It was a great overview and gave some excellent general information, but it was still general information. The case studies, which one would imagine would be the most detailed aspect of the book, were the least detailed. While I understand there is a need to avoid proprietary information, the vagueness really went beyond trying to avoid proprietary information. The text itself went more in depth than the case studies, and really made some excellent need-to-know points. Perhaps the authors avoided going into any more detail because each situation is unique and will need a uniquely tailored solution, and didn't want to make it sound like there were a few solutions that would meet any and all needs. But still, I felt some of the redundant quotes could have been cut from the book and examples explained without risking this. Format was terrible on Kindle Paperwhite, and even worse on Kindle Fire. Also none of the images or diagrams appeared with Kindle Fire. So with a review that sounds very "meh," what made me reevaluate the 3 rating to a 4? Honestly, I think it gave me ideas on how to better phrase things I try to communicate in meetings, job interviews, stakeholder meetings, etc. These are ideas and concepts I've been explaining for years, but after re-evaluating how I phrase them with this book in mind, I've been able to get these ideas across in a way that is tailored to the business interest rather than the technical/academic/implied method."

Dave Ulrich, "Great overview of why analytics matters with incredible tools for how to do it. HR analytics are increasingly the basis for improved HR work. Jonathan and David offer 30 case studies on how leading organizations deliver analytics. Then, their Nine Dimensions model of excellence in people analytics offers a structured template for make people analytics happen within YOUR company. Each of the nine dimensions may be quantitatively assessed and improved to create an analytics capability. Combined, their unstructured case studies and structured Nine Dimensions model offer business and HR leaders incredible insights along with specific tools that will lead to impact. Their insights will evolve people analytics from collecting data to using information to make informed choices."

Karen Midkiff, "Student, analyst, data scientist, consumer or leader of people analytics, there is

something for you. Ferrar and Green have given us a comprehensive, integrated, holistic, multi-faceted guide to the world of People Analytics. A format of “what it is,” “how it is structured,” and “how it works in practice” keeps the vast amount of information shared organized and consumable. If you are a student, analyst, data scientist, consumer or leader of people analytics, there is something here for you. In full disclosure, some years ago, I had the privilege of working as one of Jonathan Ferrar’s managers. What’s in it for you, if you are a: ** Student, analyst, data scientist, data governor – this is the system you’ll need to successfully plug into and leverage as an employee or consultant. ** Consumer of Analytics – definitions of how people analytics works, how it’s structured, and example after example of successful implementations so you can know what to expect and how to ask for what you need to help improve your own organization. ** Leader of Analytics – Analytics team skills, key stakeholders, how to pick impactful projects, and what success looks like can guide your own analytics organizational team development. Things I did to bring key fundamentals to fingertip: ** Pulled out all of the Summary sections into a single document and numbered all of the bullets. This creates, in essence, a master to-do list. ** Pulled out all of the Top Tips and put them into a screen saver so throughout the day I am continually reminded of these core objectives. ** Identified my go-to graphics list: A.1, 0.2, 2.2, 2.5, 3.1, 8.4, 8.5 and 10.1”

Joyce Fairfax, “Work related gift. Requested gift”

CTU_8, “A good introductory book that offers prescriptive approaches towards People Analytics. The book written by two outstanding authors who have been in the business for quite a few years is bundled with facts, with research (albeit quite a few that the authors have written), and great examples of how other organisations have approached People Analytics. The only thing that I think needs improvement on this are the diagrams/graphs... some seem random and felt that it was required by the editor to break up the text in the book. Overall, I would recommend as an introductory book!”

Will, “Great framework on implementing People Analytics to add value to your business. This book provides an excellent path to follow to create a high-functioning People Analytics-focused HR department and culture. The case studies show that this is not just theory, but that it works in some of the world’s biggest companies such as Novartis, HSBC, IBM and Nokia. The layout ensures that I can focus on the topics or ‘Dimensions’ that are most relevant to me and my business. The framework they layout is clear, logical, and I believe will truly revolutionise the People Analytics world, showing that PA can add demonstrable, tangible value to businesses.”

JF, “Awesome. This book will become the new reference for how to do people analytics. Lot of great ideas and concepts. The cases are well explained and help illustrate how they can be implemented with success. Must read for anyone interested by the subject.”

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