How HR Can Make Data-Driven Decisions

Date & Time:	24 May 2021 (Monday) at 4:00 - 5:30pm
Venue:	Online Seminar (via Zoom)
	(Login detail will be sent to participants on 20 May 2021)
Language:	Cantonese
Fee:	HKPMA Member: Free of Charge Student Member: Free of Charge
	Non-Member: HK$50.00

Mastering People, Culture and Performance through the use of Advanced Analytics

Using HR Analytics to improve operational and financial results

Future of People Analytics

Due to COVID-19, data trends and analytic processes still in adolescence have rapidly matured, been adapted, and expanded to help organizations improve remote work performance and boost employee engagement.

IBM developed the "Proactive Retention" program. By using people analytics, it has a 95% accuracy rate to predict who is likely to leave and pinpoint the best way to retain them. The program has saved IBM $270 million dollars.

Properly collecting and reviewing data can help improve decision-making in Human Resources. Using data analytics, HR can go beyond identifying problem areas (e.g., "our turnover is 15%"). By collecting and analyzing data such as employee satisfaction surveys and exit surveys, HR can address the "why metrics." This information allows HR to begin addressing why the issue exists and provide quality solutions to remedy it.

How can you and your organization overcome the data hurdles and technical complexity -- despite having little or no experience in analytics? How can you get to workforce insights that will help you understand with precision what it takes to recruit, retain, and motivate the best workforce -- and drive measurable business outcomes? This webinar will share some insights and thoughts on people analytics and help you sound out approaches that will take the guesswork out of your most important workforce decisions and reinforce your efforts to improve operational and financial results.

Speakers:

Ms. Frances Luk, Data Analytics Consultant at TÜV Rheinland Hong Kong Ltd.

Frances has 13 years of practical experience to drive and to apply data analytics across industries and business domain area of large and small organizations. She has helped international companies like Maersk, LEGO, Scandinavian Airlines and Novozymes to use data to gain business advantages.

Enquiry:	Ms. Mency Yu at 9151 4268
Enrolment:	Please email the reply slip to info@hkpma.net or fax to 8343 1285 *on or before **18 May 2021*** and either (a) post it with a crossed cheque payable to "**Hong Kong People Management Association Limited**" to Room 801 Sunbeam Centre, 27 Shing Yip Street, Kwun Tong, Kowloon, Hong Kong **OR** (b) deposit the cheque directly to "Hang Seng Bank, A/C no. 269-313649-001 and attach the copy of bank transfer receipt to the reply slip.
Remarks:	Acceptance will be on a first-come first-served basis. Confirmation of enrollment will be subject to receipt of cheque payment to the Association. Confirmation E-mail will be sent after successful enrollment. No refund will be made after payment but substitution may be made by notifying HKPMA at least 3 days prior to day of the function.

REPLY SLIP

How HR Can Make Data-Driven Decisions
On 24 May 2021 (Monday)

Participant Name	Position	Email	Member (Y/N)	Fee (HK$)

Company Name：_____

Contact Person：_____   Contact Tel.：_____

Signature ：_____   Date：_____

NOTE: If the event is cancelled due to any unforeseen circumstances such as bad weather or natural disaster, the HKPMA is not responsible for any expenses incurred by the registrant. Notice of the reschedule arrangement will be sent out within 7 working day.

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