2020 HUMAN CAPITAL ANALYTICS CONFERENCE

VIRTUAL EVENT
October 20 – 22, 2020

PANDEMIC, PEOPLE, PERFORMANCE

Supporting Sponsor: EQUIFAX
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www.conferenceboard.org/HCA
This situation presented both a challenge and an opportunity to HCA professionals—on the one hand leaders were looking for evidence-based insight to help them navigate the near future, but on the other hand how useful would be insights gained pre-covid be to the new reality? Building on the opening discussion this session will feature the experience of one global organization that had to navigate through this change.

David Shontz, Head of Workforce Analytics, Nokia

12:20 – 12:45 pm Break

12:45– 1:35 pm Breakout Session D1

Getting Started with Analytics Lessons The Early Years of HCA Adoption

While Human Capital Analytics is a mature function in many organizations, others are either just getting started or are in the early years of implementation. And for many the impact of COVID-19 has caused them to start an HCA function or accelerate their plans in this area.

Featuring three practitioners who are currently establishing HCA functions in their organizations (though they have many years’ experience in the field) this session will provide valuable insights into how to build a solid foundation for future HCA success.

Max Brower, Head of People Analytics, Twitch
Tanille Rodman, Employee Experience Analytics Partner, AAA
Hallie Bregman, Senior Director, People Analytics, PTC

Breakout Session D2

Exclusive Research: Leveraging Analytics to Understand the Employee Journey and Design Human-Centered Change

Explore new Conference Board research on how organizations are using analytics to map the employee experience and using human-centered design to reshape it. How is this data-driven understanding of the employee experience affecting Change design?

Solang Charas, Ph.D., Distinguished Principal Research Fellow, The Conference Board

Stela Lupushor, Program Director and Senior Fellow, The Conference Board

1:35 – 2:20 pm Breakout Session E1

Digital Transformation, Analytics and Employee Experience

Microsoft has long been at the forefront of development of the digital workplace. It’s also a leader in analytics and after a major transformation in recent years is widely seen as being one of North America’s top workplace cultures delivering outstanding employee experiences.

In this session you will hear the role that analytics has played in supporting the culture at Microsoft and the central role trust has played in allowing the organization to collect and analyze...
employee data in the service of creating a better workplace experience.

Rajamma Krishnamurthy, Director Information Technology, Human Resources, Microsoft

Breakout Session E2
Analytics, Diversity, Equity and Inclusion I: Using Analytics to Hire Equitably
This session is the first of three focusing on how HCA can support DEI initiatives and so create more equitable and inclusive workplaces.

This session will focus on the role analytics plays in the recruitment process, thus building the foundation of diversity that is a necessary first step towards inclusion.

Zachary Love, Head of Workforce Analytics, TIAA

2:20 – 2:30 pm Break

2:30 – 3:10 pm General Session F
Adapting Analytics to a World of Remote Working – Analytics and the Digitization of Work
In one sense Covid 19 has created the largest workforce experiment as organizations across the economy have had to rapidly adjust. The biggest shift has been the transfer of millions of employees from the office to the home. This accelerated the existing trend of workplace digitization but threatened to disrupt employee engagement and transform the employee experience.

Early indications were that engagement actually increased. But as many employers announce that they will allow or encourage employees to work remotely indefinitely what will the impact be?

This will be our third session taking a close look at the impact of Covid 19 and how analytics has responded.

Vincent Greco, Head of People Analytics, Hubspot

3:20 – 4:20 pm
HCA OVERTIME I: Lessons from Covid 19
At the conclusion of the day’s formal sessions you will be invited to join an interactive Zoom based Town Hall with Breakouts – HCA Overtime. The first of these will focus on the lessons you have learned from going through the experience of COVID-19 – what have you lost, what have you learned, what was HCA’s biggest contribution at a time of crisis?

10:45 – 11:30 am General Session H
Organizational Network Analysis and Analytics
Aside from technology, the defining characteristic of the digital workplace is greater connectivity and increasing teamwork. This has huge implications for HR touching on performance management, talent management, succession, D&I and other HR functions. And of course, it impacts the business.

Already a hot topic within the HCA community, ONA has grown in importance thanks to COVID-19. The rapid shift to remote teams in response to the virus and the persistence of this arrangement, along with hybrid teams where some members co-locate while others continue to work remotely, raises the question of the durability of networks forged in a more face to face environment. Other issues include how to maintain networks and defining the value of more traditional working arrangements.

In recent years Michael Arena has done more than anyone else to advance the thinking and practice of ONA in organizations. In this session he will reflect on his latest work and the value ONA brings both to organizations and the individuals who make up the networks he studies.

Michael Arena, VP Talent and Development, Amazon Web Services

11:30 am – 12:10 pm General Session I
The Impact of the Pandemic on Financial Health: The Details Behind the National Averages
The pandemic has changed the financial health of US employees in some surprising ways. Even as unemployment has increased, some aspects of the financial health of Americans seem to be improving:

- American credit card debt fell by more than $82 billion in April and May.
- Debt delinquency rates dropped in the second quarter of 2020.
- The US savings rate has reached a new record of 33 percent. Averages across the country can paint a picture that appears rosier than it is. Join us as we take a look behind the averages. We’ll break down the workforce into segments to gain insights into how the pandemic is affecting each group differently.

In this session you will learn about:

- The importance of digging deeper into the financial stressors of your workforce through segmentation (e.g., age, tenure, income level, and exemption status)
- How to use data to determine the most impactful voluntary benefits so you can help your employees survive now and thrive later
- Steps you can take to help current and future employees hardest hit by the shifts in financial stability

Zoey Cole, Analytics Product Director, Employee Benefits Services, Equifax
Tracey Hups, Education and Communications Director, Equifax

DAY TWO
Wednesday, October 21, 2020

10:30 – 10:45 am General Session G
Welcome & Opening Remarks
John Brewer, Program Director, Human Capital Analytics, The Conference Board

12:10 – 12:30 pm Break

www.conferenceboard.org/HCA
12:30 – 1:10 pm Breakout Session J1

Using Natural Language Processing for Effective Employee Listening

Most organizations will be familiar with NLP in the context of consumer sentiment analysis - but it is getting applied more and more in the analysis of employee data as well. Many offer NLP of open-ended text in their employee survey tools. Most Fortune 100 companies conduct annual surveys (or more frequent pulse surveys), and there is a strong push to include (and analyze) employee feedback using NLP with those tools.

We will see greater deployment of this technology as many organizations want to improve their understanding of employee sentiment in the wake of COVID-19. This session will look at developments in this field and the application within a leading employer.

Bennet Voorhees, Associate Director, Data Science, Workforce Analytics, Merck

Breakout Session J2

Mission Impossible? Measuring and Analyzing Workplace Culture

Despite widespread consensus that workplace culture is a key driver of organizational success, many still cling to the idea that embedded as it is in behaviours, values and feelings, it is not conducive to rigorous analysis.

Along with his co-authors, Matthew Corritore recently published an article in HBR in which they outline an approach that focuses on a new method for assessing and measuring organizational culture. They use big-data processing to mine the ubiquitous “digital traces” of culture in electronic communications, such as emails, Slack messages, and Glassdoor reviews. By studying the language employees use in these communications, they demonstrate how to measure how culture actually influences thoughts and behavior at work.

Matthew Corritore, Assistant Professor of Strategy & Organization, Desautels Faculty of Management, McGill University

1:10 – 1:50 pm
Breakout Session K1

CASE STUDY: Using Analytics to Understand and Address Workforce Attrition

Matthew Lucy, AVP Workforce Analytics, AT&T

Breakout Session K2

CASE STUDY: Analytics, Diversity, Equity and Inclusion II Using Analytics to Support and Develop Diversity and Inclusion at NASA Jet Propulsion Lab

Human Capital Analytics has long played a critical role in advancing diversity and inclusion in organizations. The renewed focus on the issue of systemic racism has created a new urgency around D&I and removing bias from HR decisions across the employee lifecycle. Now more than ever employers need to demonstrate that HR decisions are based on evidence and also are looking to analytics to establish that their D&I efforts are bearing fruit.

In this session you will hear about one employer’s initiatives in this area and the value analytics brings in creating equitable and inclusive organizations. While much of the focus will be on women in STEM the principles and approaches discussed can be applied more broadly.

Michelle Roth, Deputy Head of Human Resources, NASA Jet Propulsion Laboratory

1:50 – 2:00 pm Break

2:00 – 2:40 pm General Session L

Analytics, Diversity, Equity and Inclusion III: Seizing the Opportunity to Energize and Rethink DEI

The emergence and impact of Covid 19 has resulted in a widespread recognition of two things: the importance of data and analytics in informing decisions and the recognition that “business as usual” is not a strategy for success – everything is open to question and change.

Then the current reckoning on race, justice and equity initiated by the killing of George Floyd has thrust DEI to the top of corporate agenda. There has never been a time when top leadership has been so aware of the issue and looking for ways to address this issue.

This confluence of events presents a unique opportunity for HCA to help make an impact that not only improves the business but helps build more equitable, representative workplaces.

In this session you will hear how Wayfair has seized this opportunity and the contribution analytics is making to delivering change.

Amit Mohindra, Former Global Head of Talent Strategy & Analytics, Wayfair

Dylan Mendelson, People Analytics Manager, Wayfair

2:50 – 3:50

HCA Overtime II

For this second Overtime the theme will be HCA and the Employee Experience

Day Three
Thursday, October 22, 2020

10:30 – 10:45 am General Session M

Welcome & Opening Remarks

John Brewer, Program Director, Human Capital Analytics, The Conference Board

10:45 – 11:30 am General Session N

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
Human Capital Analytics and the Digital Workplace – The Technology and the Culture

Many organizations are finding that the rush to digital that Covid-19 has accelerated as more and more employees work remotely has also lit a fire under people analytics. Along with a greater recognition of the need to incorporate data and analytics leaders are also recognizing that going digital is as much about the culture as it is about the technology.

What this means for HR is that you can’t simply bolt analytics on to an existing HR organization. Organizations that succeed will be those that embrace analytics as part of a broader shift to digital. In this session you will hear what that means for how HR functions, the skills that HR leaders will need in the future and what it means to be fully digital.

RJ Milnor, Head of People Analytics, Uber

11:30 – 11:40 am Break

11:40 am – 12:20 pm General Session O

It’s Not the Journey, It’s the Destination: Adapting Your Approach to Meet Client Need

Organizations vary considerably in the resources they devote to analytics. Some build extensive centers of excellence while using the latest technologies while others rely on dedicated analysts working on modest budgets often using generic technologies such as Excel.

But more important than how your organization structures its analytics function is ensuring then approach you adopt meets the needs of your client and is appropriate for the problem at hand.

In this session you will learn how one organization adapts its approach and how great results depend more on getting this right than does having the latest most sophisticated technology.

Charles Dobbs, Senior Manager, Business Intelligence, Verizon Wireless

Andy Styx, Senior Manager Business Intelligence and Analytics - Global Talent Acquisition, Verizon Wireless

12:20 – 1:00 pm General Session P

Working with the Business, For the People – Navigating the Near Future with Analytics

This concluding panel will discuss how employers will emerge from the current COVID-19 crisis and the role HCA will play in their continuity, recovery and return to growth.

Moderator:

Stela Lupushor, Program Director and Senior Fellow, The Conference Board

Panelists:

Geetanjali Gamel, Senior Director, Global Workforce Analytics, Johnson and Johnson

Matthew Lucy, AVP Workforce Analytics, AT&T

Tyrone Smith, People Operations and Global Workforce Analytics Leader, Ryan

1:00 – 1:15 pm General Session Q

Closing Remarks

John Brewer, Program Director, Human Capital Analytics, The Conference Board
**REGISTRATION INFORMATION**

**Online**  www.conferenceboard.org/HCA

**Email**
customer.service@conferenceboard.org

**Phone**  212.339.0345

*8:30 am –5:30 pm ET, Monday – Friday*

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