

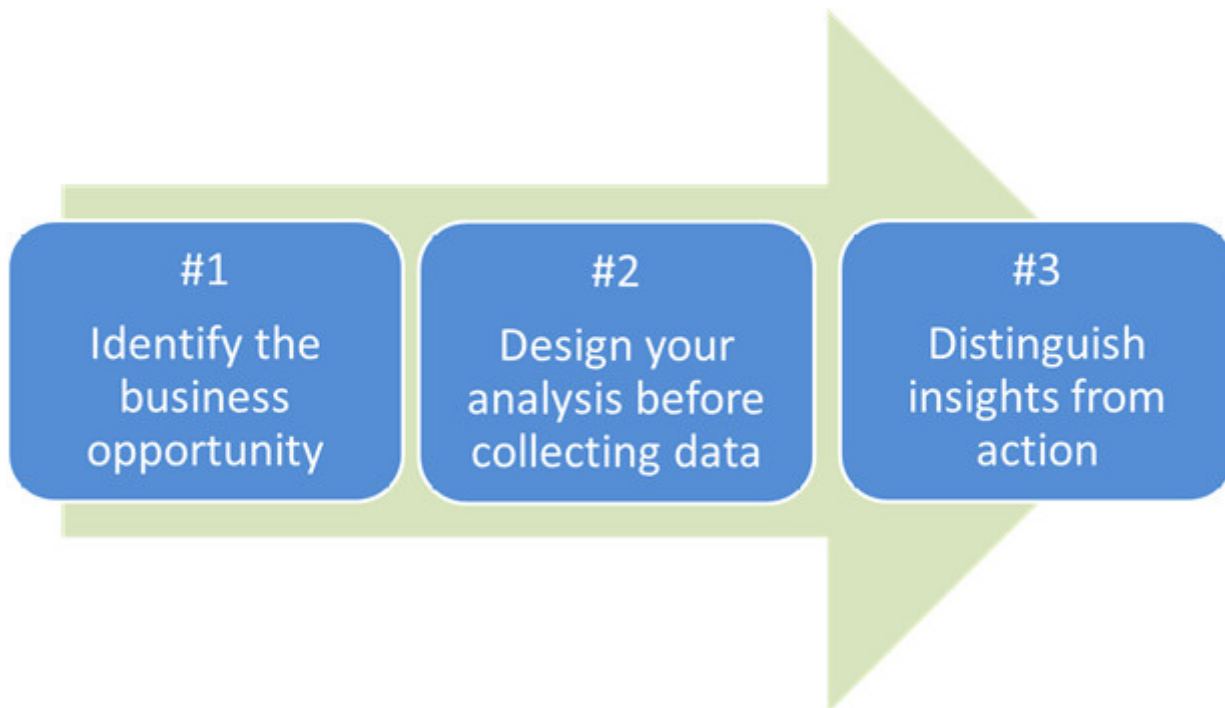
## WAI INSIGHTS

### Three Easy Steps to Getting Started with Workforce Analytics

One of the greatest challenges and opportunities for HR leaders today is in the disconnect between the desire to create evidence-based workforce action, and the lack of organizational ability and experience to do this effectively.

To address this, at our webcast *How to get Started with Workforce Analytics* we shared the importance of making a business case for analytics. By doing so, HR professionals can convince stakeholders to come onboard, allowing the organization to successfully tap into the benefits of analytics.

**The three steps your organization can take to get started with Workforce Analytics.**



Source: WAI webcasts series 2015, The Workforce Analytics Institute.

1. **Identify the business opportunity.** Workforce Analytics allow organizations to identify and quantify business problems, enabling business leaders to make data-driven decisions. Before implementing analytics, organizations should ask questions to uncover business problems. For example, what are the main factors triggering high attrition in your organization?

2. **Design your analysis before collecting data.** Like an architect, you should have a blue-print to scope and envision your analytic project. For example, you can use these five components to sketch your analysis blue-print:
  1. Business problem and hypotheses: The high attrition in your organization could be due to uncompetitive compensation.
  2. What supports the hypotheses: Anecdotal evidence of employees leaving the organization to pursue opportunities with higher salaries.
  3. What analysis and results you should produce to prove or disprove: Examining whether employees who left were paid below-market salary rates.
  4. Potential data source: Collecting attrition and salary data from the organization's HR system and benchmarking this information against other similar organizations in your industry.
  5. Responsibility and timeline: Allocating tasks and setting deadlines so that employees involved know what is expected from them.
  
3. **Distinguish insights from action.** The goal of analytics is to change behaviors, not simply to impress with insights. Organizations need to be clear about the organizational or behavioral changes that should follow from insights. For example, the knowledge that below-market pay triggers attrition should lead business partners to change the way compensation is structured.

**WAI Insights** is a regular newsletter that highlights high-impact research nuggets to help organizations be cognizant about data to drive fact-based business decision-making.

For more information, refer to our research sources:

[Workforce Analytics: The View from Asia](#)

[Big Data Doesn't Mean Big Brother \(Implications for Asia\)](#)

[How Do I Get Started in Workforce Analytics](#)

[Human Capital Analytics: A Primer](#)

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