

# WORKFORCE METRICS, ANALYTICS AND PLANNING WORKSHOPS



## WORKSHOP SERIES - 2015

- INTRODUCTION TO WORKFORCE METRICS & ANALYTICS
- ADVANCED ANALYTICS
- STRATEGIC WORKFORCE PLANNING

## INTRODUCTION

Organisations have been managing their workforces **in the dark**, based on a gut-instinct and intuition. Given the growing complexities of the workforce, this approach is no longer acceptable. **Businesses are demanding insights from HR.**

The effective use of data to understand the workforce is a **must-have-capability** for HR. However, HR is struggling to get started, get moving and get impact. Many are lost in the **fog of Big Data.**

Mercer's workshop series provides HR and business professionals with a proven approach and practical guidance of how to use data to make a real difference to how an organisation manages its workforce. The series covers strategic workforce planning, metrics and analytics in multinational and domestic organisations.

# ORGANISATIONS THAT HAVE ATTENDED OUR WORKSHOPS

Allen & Overy	Experian	Red Cross
Apple	FedEx	Scottish Water
AstraZeneca	Foreign & Commonwealth Office	Scottish Power
Barclays Bank	Hilton Worldwide	Shell
BMW	ITV	Symantec
Chubb	Jaguar Land Rover	The Rank Group
Coca-Cola	National Grid	Visa
Coral	NG Bailey	United Nations

## WHY MERCER?



Over **20 years** experience of workforce analytics and planning



Leading methodology and tools



Real world approach



Practical case studies and exercises



Over **500** attendees



Interactive workshop



Leading edge research and best practice

## WHO SHOULD ATTEND

Anyone whose job role includes the following responsibilities:

- Human Resources
- HR Operations
- Talent Management
- HR Analyst
- Workforce Planning
- Recruitment
- Workforce Metrics
- HR Analytics
- Talent Development
- Workforce Intelligence
- Human Capital Reporting
- Strategic Talent Initiatives
- Workforce Insights
- Organisational Development
- Strategic Planning

"A very valuable course with plenty of details and good tools and examples to take away."  
 IAIN CLARK  
 UNIVERSITY OF SUNDERLAND



# LOST IN THE FOG OF BIG DATA?

## INTRODUCTION TO WORKFORCE METRICS & ANALYTICS WORKSHOP

This one day workshop is designed to help you start and progress your workforce metrics and analytics journey.

### DESCRIPTION

Knowing where to start, what to measure and how it can support strategic business decisions can be difficult but our workshop is designed to help you do just that.

In this workshop, we can show you how to significantly change the way workforce data influences decision-making and we will demonstrate how to convert that data into meaningful insights for your business.

### OBJECTIVES

- Understand how to focus your metrics and analytics efforts to get real impact
- Use analytics to gain insight and make smart decisions about the workforce
- Tell an effective story with data that will engage your audience

### WORKSHOP OUTLINE

- Mercer's best practice approach to workforce metrics and analytics
- How to determine the impact of the analysis
- Selecting the metrics that matter using Mercer's people strategy framework
- Collecting data from multiple data sources, and combining it in a way that is meaningful for analysis
- Understanding and analysing findings
- Reporting and communicating the findings through telling a story

### CASE STUDY

Delegates work through a detailed case study during the workshop to ensure the direct transfer of skills and information and relevant practical experience.

### ADDITIONAL INFORMATION:



#### HOW TO REGISTER:

Visit <http://uk.mercer.com/wmap-workshops> to register for the next available workshop



#### FEE:

UK: £750 (excluding VAT)  
Europe: €950 (excluding applicable taxes)



#### UK ENQUIRIES:

**Joanna Montanaro**  
Joanna.Montanaro@mercer.com

#### CENTRAL EUROPE ENQUIRIES:

**Sabine Maekelburg**  
sabine.maekelburg@mercer.com



# MAKING WORKFORCE DECISIONS IN THE DARK?

## ADVANCED ANALYTICS WORKSHOP

This one day workshop is designed to help you gain the necessary understanding to apply a broad range of analytical tools to key workforce issues – from descriptive to predictive analytics.

### DESCRIPTION

Most organisations struggle with the application of workforce analytics to deliver real insights and ignite action that leads to change. Often the focus is only on descriptive metrics showing historical trends. Although this is valuable, it is often not enough to drive effective interventions and actions.

In our workshop we can show you how to identify hotspots as well as equipping you with more advanced techniques needed to predict the future, understand leading indicators and initiate change in your business.

### OBJECTIVES

- Understand the range of techniques that can be used to carry out in-depth analytics
- Apply a combination of techniques in the context of an organisation's workforce issues
- Learn how to conduct forecasting, cost-models, correlations predictive analytics in practice
- Explore applications to specific workforce issues such as recruitment, turnover, diversity and business outcomes

### WORKSHOP OUTLINE

- Framework of the techniques and approaches available to analyse workforce data
- Practical applications and the pros and cons of different techniques
- **CASE STUDY 1:** descriptive analytics, targets and projections to understand diversity, inclusion and recruitment
- **CASE STUDY 2:** segmentation, external benchmarks, cost modelling and predictive analysis to understand turnover and retention
- **CASE STUDY 3:** correlations, profiling and business impact modelling to understand the impact of the workforce on business outcomes

### CASE STUDY

Delegates work through a series of case study applications during the workshop to ensure the direct transfer of skills and information and relevant practical experience.

#### ADDITIONAL INFORMATION:



##### HOW TO REGISTER:

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[sabine.maekelburg@mercer.com](mailto:sabine.maekelburg@mercer.com)



# DEALING WITH TODAY'S WORKFORCE ISSUES AND NOT TOMORROW'S?

## STRATEGIC WORKFORCE PLANNING WORKSHOP

This two-day workshop is designed to help you develop your organisation's strategic workforce planning process.

### DESCRIPTION

What critical skills and capabilities does your company need to retain to ensure that the right talent, in the right jobs will secure a company's long-term growth?

Our workshop is designed to help your organisation effectively launch a strategic workforce planning process and work toward achieving long-term success.

### OBJECTIVES

- Understand what strategic workforce planning is, and how it is different to other business and talent planning processes
- Identify the key steps in the strategic workforce planning process
- Translate the organisation's business strategy into workforce implications
- Learn when and how to use analytics to support supply and demand analyses and future projections
- Learn the appropriate analysis to identify workforce gaps and risks
- Link the workforce planning outcomes with the organisation's talent strategy
- Understand key factors for building workforce planning capability and how to "phase in" workforce planning in your organisation

### WORKSHOP OUTLINE

- Overview of strategic workforce planning
- Determining business goals and growth scenarios
- Analysing current workforce insights, future outlook and identifying workforce gaps
- Identifying solutions, accountability and success measures
- Getting started: Where to go from here?

### CASE STUDY

Delegates work through a detailed case study during the workshop to ensure the direct transfer of skills and information and relevant practical experience.

### ADDITIONAL INFORMATION:



#### HOW TO REGISTER:

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#### FEE:

UK: £1,125 (excluding VAT)  
Europe: €1,400 (excluding applicable taxes)



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**Joanna Montanaro**  
[Joanna.Montanaro@mercer.com](mailto:Joanna.Montanaro@mercer.com)

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**Sabine Maekelburg**  
[sabine.maekelburg@mercer.com](mailto:sabine.maekelburg@mercer.com)



# IN-HOUSE WORKSHOPS

All of our workshops are available as an in-house workshop, which can be run within your organisation.

The advantages of in-house workshops are:

- **Flexibility:**  
Choosing the time, venue and course outline, our in-house workshop allows you to select your own programme type and length.
- **Tailored content:**  
The content of our workshops can be tailored to suit your organisation, to incorporate existing planning or talent processes, references to existing systems and data, and to meet any other specific objectives you may have. The learning outcome is enhanced by incorporating your organisation's data and processes into the course.
- **Tailored case studies:**  
The case studies used in the workshops for practical application can be tailored to your industry and organisational specific context.
- **Tailored and confidential discussions:**  
The learning outcome is enhanced by incorporating organisation specific discussions and feedback on the methodologies and techniques presented.
- **Scale:**  
Our in-house workshops can be more cost effective if you have a number of team members and HR professionals that would benefit from the course.

## ADDITIONAL INFORMATION:



ENQUIRIES:

**Julia Howes**

[Julia.Howes@mercer.com](mailto:Julia.Howes@mercer.com)



# KEY WORKSHOP DATES

## BIRMINGHAM

### INTRODUCTION TO WORKFORCE METRICS AND ANALYTICS

14 April 2015  
Birmingham, 4 Brindley Place, B1 2JQ  
9:00 - 17:00  
£750

### ADVANCED ANALYTICS

15 April 2015  
Birmingham, 4 Brindley Place, B1 2JQ  
9:00 - 17:00  
£750

### STRATEGIC WORKFORCE PLANNING

12/13 May 2015  
Birmingham, 4 Brindley Place, B1 2JQ  
9:00 - 17:00  
£1,125

## FRANKFURT

### INTRODUCTION TO WORKFORCE METRICS AND ANALYTICS

10 June 2015  
Access Tower, Lyoner Strasse 36, 60528.  
9:00 - 17:00  
€950

### STRATEGIC WORKFORCE PLANNING

11/12 June 2015  
Access Tower, Lyoner Strasse 36, 60528.  
9:00 - 17:00  
€1,400

## VIRUM

### INTRODUCTION TO WORKFORCE METRICS AND ANALYTICS

19 March 2015  
Teknikerbyen 1, 2. - DK-2830 Virum, Denmark  
9:00 - 17:00  
€950

## LONDON

### INTRODUCTION TO WORKFORCE METRICS AND ANALYTICS

21 April 2015  
London, Tower Place East, EC3R 5BU  
9:00 - 17:00  
£750

### ADVANCED ANALYTICS

22 April 2015  
London, Tower Place East, EC3R 5BU  
9:00 - 17:00  
£750

### STRATEGIC WORKFORCE PLANNING

19/20 May 2015  
London, Tower Place East, EC3R 5BU  
9:00 - 17:00  
£1,125

### INTRODUCTION TO WORKFORCE METRICS AND ANALYTICS

13 October 2015  
London, Tower Place East, EC3R 5BU  
9:00 - 17:00  
£750

### ADVANCED ANALYTICS

14 October 2015  
London, Tower Place East, EC3R 5BU  
9:00 - 17:00  
£750

### STRATEGIC WORKFORCE PLANNING

10/11 November 2015  
London, Tower Place East, EC3R 5BU  
9:00 - 17:00  
£1,125

### DISCOUNT INFORMATION

**25%** discount for delegates attending more than one workshops

**25%** discount for two or more delegates from the same organisation

PLEASE NOTE ONLY ONE DISCOUNT CAN BE APPLIED

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