

HR Work with Impact:

How to make your successes measurable and visible

Masterclass handout



Masterclass structure

01 Why you need a people intelligence strategy

02 Introduction to Perry Timms

03 The basics

04 Tracking the right KPIs

05 Analysis: Case studies

06 Making findings accessible

07 Summary and takeaways

About the expert

Perry Timms has over 30 years of experience in business change. He was ranked number one in HR's Most Influential Thinkers 2022.

He is a guest professor, author, TEDx speaker and founder of People and Transformational HR Ltd. He is also the host of Personio's Tomorrow's People podcast.



Remember: A coherent people intelligence strategy is a competitive advantage

- Your people are a driver of business success
- Good people data is just as important as good customer data
- Healthy companies treat people data as business intelligence

78%

of business leaders
feel they have
insufficient data about
their people

66%

of C-Level executives
want strategic insights
from HR

22%

of HR professionals
believe their
organisations effectively
use People Analytics

Gather data in these areas to develop a strong Employee Value Proposition: Hiring experience, Retention, Development

Hiring experience KPI sources

- Timeliness
- Clarity of expectations
- Securing employment

Retention KPI sources

- Surveys
- Listening sessions
- Regular engagement
- Performance reviews

Development KPI sources

- Learning
- Professional development
- Career paths

To find the right KPIs to measure your social impact, ask questions surrounding these key concepts...

Purpose

Do we have a mission and values that resonate with people and show that we are a good corporate citizen whatever our size and reach?

Culture

Do we give people optimal environments in which to work?
Do we balance craft with care and support for our people?

Training

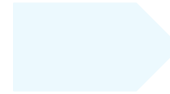
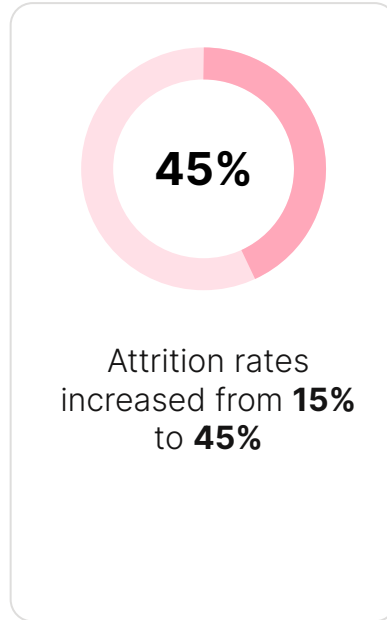
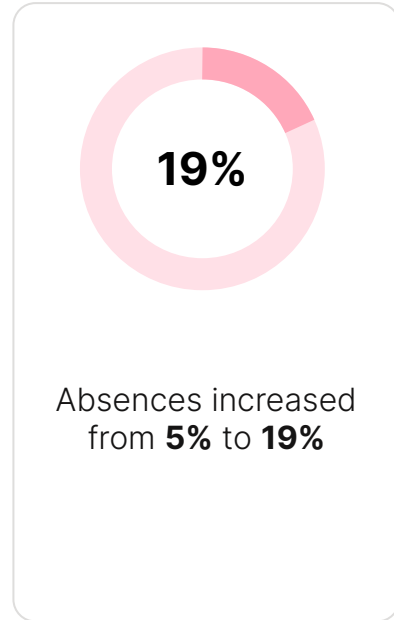
Do we develop and enhance people's career prospects?
Do we support locally-based people and have a social mobility approach to hiring those from disadvantaged backgrounds and communities?

Processes

When we hire, how strongly would existing employees recommend us to others?
When people leave, why and what do they say about their experience?

Case study 1: Absences in Marketing team

In this real-life example, a company found that absences in its Marketing team were coinciding with increased workloads and attrition, resulting in stress for employees and a hiring budget increase of 50%, year on year.



Action Points

Comprehensive benefits package to void the package of competitors

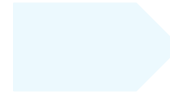
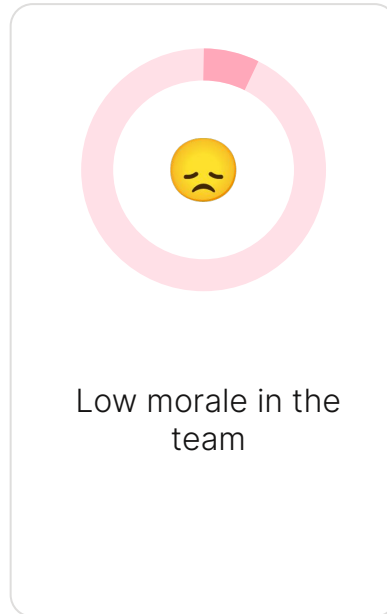
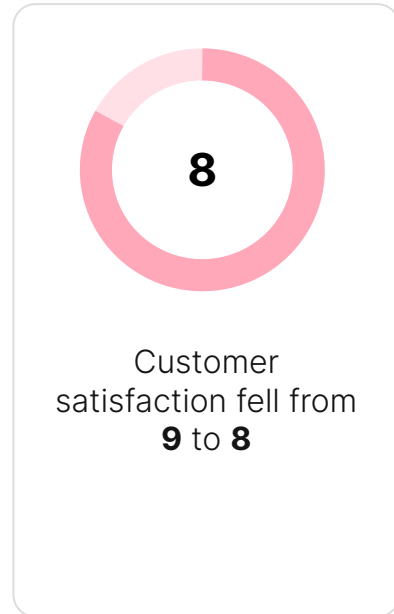
Benefits

Graduate programme to cushion new starters

Retention

Case study 2: Turnover in Logistics team

In this real-life example, a company found that despite earning above-market salaries, its drivers were leaving at a rate of 2 per month, putting the budget under pressure and customer demand fulfilment at risk.



Action Points

- Upgraded rest station
- New rota

Work-life balance

- Learning investment

Development

- Incentivised referrals
- Recruiting out-of-work individuals

Recruiting

€45k investment returned within the calendar year

To make your findings accessible, remember these elements...

Investment

The time and focus needed to understand the data you have and how to strengthen it.

Capability

The skills you have to identify ways to capture and analyse new data points.

Methodology

Methods of capturing data and reporting on it in dashboards, reports and visuals.

Technology

The technology solution you choose should support your methodology and mature with your own needs.

C-level stakeholders require future-focussed, data-backed recommendations from HR.

Get started with building a people intelligence strategy

Start

Review the data you have and how it's stored.

Align

Align your HR data strategy with your overall business strategy.

Build

Gradually stretch your data sets, building a holistic view of your people.

All your data, all together

Put an end to searching through countless files and systems. Personio gives you a single source of truth for all your people data — so monitoring metrics, building reports and answering complex questions is quick and easy.

Book Your Demo

Personio

The People Operating System