



Data and analytics for people professionals

CIPD Ireland have transitioned our professional development learning provision to a virtual classroom format, where you can learn great content in a powerful interactive format and engage with like-minded peers.

More than ever, people professionals have to be able to lead organisations through their HR analytics journey and know how to use data and insight to support evidence-based decisions.

Programme overview

Data and analytics are hot topics and have become increasingly crucial in order to understand organisational insights and influence business decisions. This programme will share practical examples and show you how to effectively use analytics in your organisation. You will benefit from advice and guidance by a leading expert in the field and be able to engage with peers in an interactive learning environment.

Who is it for?

This programme is designed for people professionals across all levels. It is relevant for those in general HR roles, or those who may be more specialist such as training and development, talent management, organisational development, and workforce planning.

Outcomes and benefits

The programme will provide the following outcomes:

- Have meaningful evidence-based conversations with stakeholders
- Develop an analytics mindset that focuses on outcomes for yourself and others
- Better align projects to wider business activity using data to support your approach
- Apply a structured approach to gathering and utilising data that boosts credibility
- Ask the right questions to support initiatives that solve business problems
- Call upon dashboard information to inform your progress and decisions
- Add value and develop your analytics capability through insight
- Secure budget, support, trust and expand successful programmes
- Measure the impact of your work and the value added

- Increase your discipline and knowledge that enables you to focus on relevant investigations and actionable conclusions
- Prioritise requests according to the value it will create for the organisation
- Know where data comes from and extract, manipulate and analyse relevant information
- Present back confidently answering the initial question, problem or hypothesis
- Use graphs and graphics in your storytelling approach
- Collect a range of data that influences and drives change
- Segment data and highlight correlations

Key learning objectives:

- Describe analytics and its value
- Demonstrate the link between processes and business outcomes
- Define the analytics process / scientific method
- Establish buy in and recognition for projects with the right data approach
- Embed a culture of evidence-based decisions in your department and business
- Build a dashboard that demonstrates your business value to investors

Virtual learning structure

This development programme is made up of four core sessions on two consecutive days, comprising digital pre-course learning and an interactive virtual classroom facilitated by our leading expert. Each day consists of two highly interactive live modules which will be supported by prework and application.

- **Day 1**
 - **Module one** **Analytics – what is it?** – its value, how we use it, linking HR processes and business outcomes
 - **Module two** **The Scientific Method** – the analytics process and adopting a scientific approach
- **Day 2**
 - **Module three** **Data and relevance** – connecting the elements, getting data buy in and recognition
 - **Module four** **Presenting and embedding analytics** – culture, evidence-based decisions and HR dashboards

Programme tutor

Na Fu, Trinity Business School



Associate Professor in Human Resource Management at Trinity Business School, Na Fu completed her PhD and other degrees in Northeastern University/China and Dublin City University and is a fellow of CIPD.

Aligned with international and national strategic priorities, Na's research addresses a critical question of how organisations can respond to the management imperative of attracting and retaining talent based on a data and insight-driven approach. Her research excellence in strategic human resource management is not only evidenced by the top-tier international journal publications, but also reflected by the impact it has made towards industries and in classrooms.

Na's work has received international acclaim, including multiple prestigious awards and nominations, from the world's premier and largest management conference, the Academy of Management Annual Conference. Na is on the editorial board of a number of prestigious journals and has held visiting positions at Saïd Business School, Oxford University and Copenhagen Business School and has talked about the management implications of her work in the national media.

Programme dates and fees

Check www.cipd.ie/learn/short-courses for future dates

Fees:

Member €750

Non-member €850

For further information please contact us at:

Email: info@cipd.ie Phone: 01 566 6627

*CIPD programmes can be customised and delivered in-house. To discuss your organisation's training needs, please contact a member of the CIPD Ireland team on **01 566 6627** or info@cipd.ie*