



**Friday | October 15, 2021 | 10:45 – 11:45 a.m. | Concurrent Session – Block 1**

**Pre- and Post-COVID Productivity in the Workplace: Key Metrics to Measure Effectiveness**  
*Sheila Buenafe – Managing Principal, Edgeworth Analytics*



The onset of COVID-19 has changed the way many companies do business. HR professionals have been thrust into setting a new course for day-to-day employee interactions while meeting the challenges of the “new normal” environment. As a response, HR personnel have revamped policies and leveraged technological solutions to form productive work environments and connect employees from a myriad of locations. As companies

continue to navigate new uncharted waters, it is important to rely on real-time data and information to monitor employee productivity and provide more clarity in decision making.

Each business has its own culture, processes, and business objectives. Employees who are committed to the company’s mission, enjoy their work environment, and feel a connection to the business are more likely to have higher productivity. However, assessing your workforce can be challenging. In the new “Zoom” era of intra-company interactions, you may consider:

- How do you know if your employees are performing at their best?
- How has worker productivity changed over the past year?
- Has employee turnover changed because of the pandemic?
- What metrics will help me manage my workforce more effectively?

Pre- and post-COVID performance data can be different, and the application of data analysis for strategic decision-making can be challenging. In this session, we delve deeper into the data-driven metrics HR professionals can utilize to learn from the past, understand why these changes occurred, and identify actions that leadership can take to create better outcomes going forward, as well as interpret models that forecast future potential. The discussion will provide an easy-to-understand primer on how data can be used by HR managers and leaders.

In this session, participants will:

- Compare key performance metrics used in pre- and post-COVID environments using dashboards.

- Use quantitative assessment to identify where workforce productivity has been gained and lost post-COVID.
- Learn how to interpret productivity metrics and use your company's data and information to guide strategic decision making in the post-COVID environment.

### **About Sheila Buenafe**

Sheila Buenafe is data analytics expert with over fifteen years of consulting experience. She works with leadership teams in a broad range of industries to collect, analyze and make sense of their data to make sound strategic decisions, resulting in more favorable business outcomes. Ms. Buenafe is an expert in working with complicated data sets from disparate sources at companies, and structuring the data to answer specific business questions using rigorous empirical analysis.

Currently, as a Managing Principal at Edgeworth Analytics, she leads teams of statisticians, programmers and analysts in collecting, analyzing and interpreting datasets for a wide range of corporate clients. Ms. Buenafe earned her MS in statistics from George Mason University and her BS in statistics from the University of the Philippines.