

# **Increasing Adoption of Analytics at the Manager Level: Strategies to Empower Manager to Make Data-driven People Decisions**



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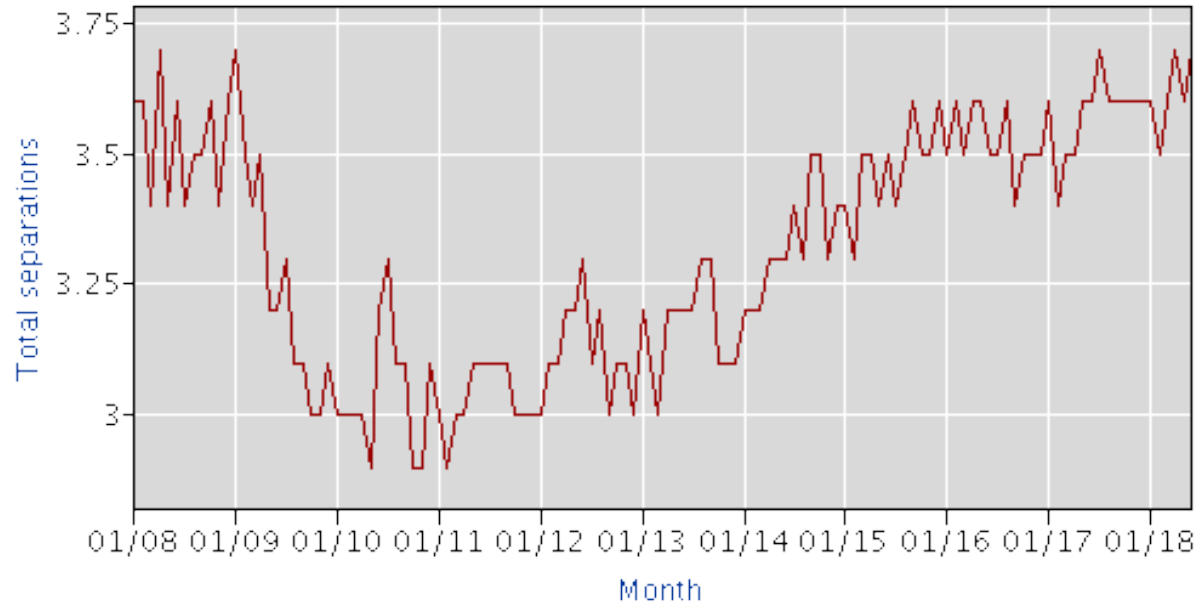
Today's employment  
market is tough

# US National Unemployment Rate

Today's Job Market is Tough



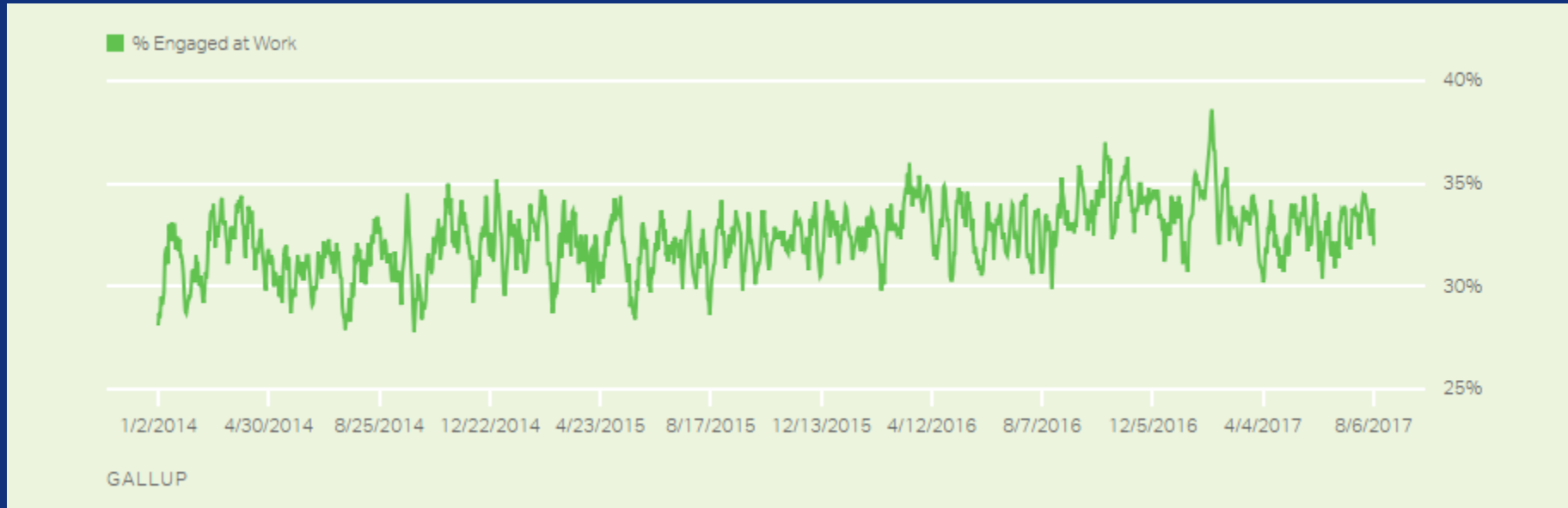
# Companies are losing the battle



- Turnover is at a 10-year high
- HR can only do so much to reduce it

# Engagement levels are still poor

60-70% are not engaged



The employee – employer  
relationship has changed

Fair Pay

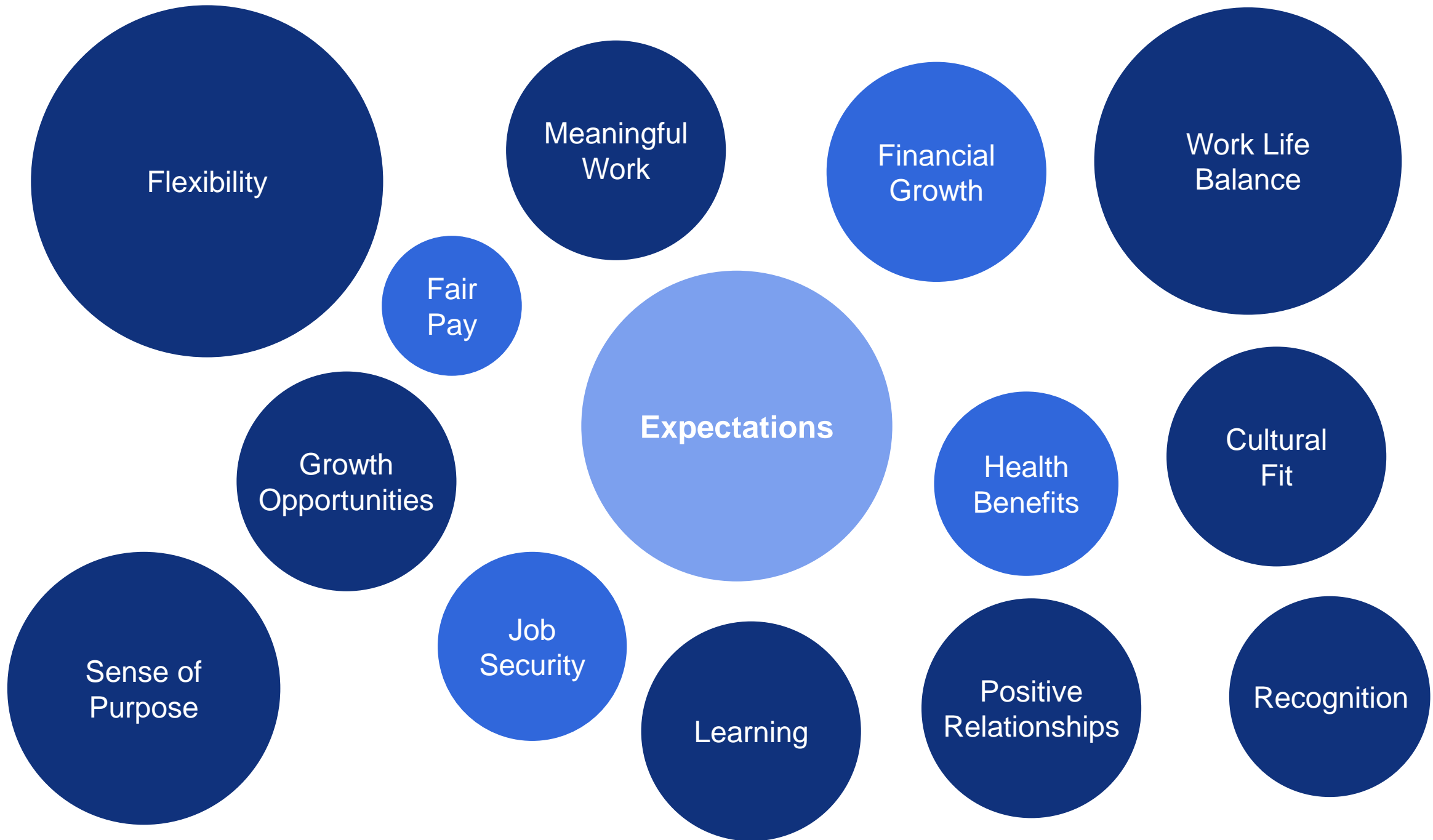
Financial  
Growth

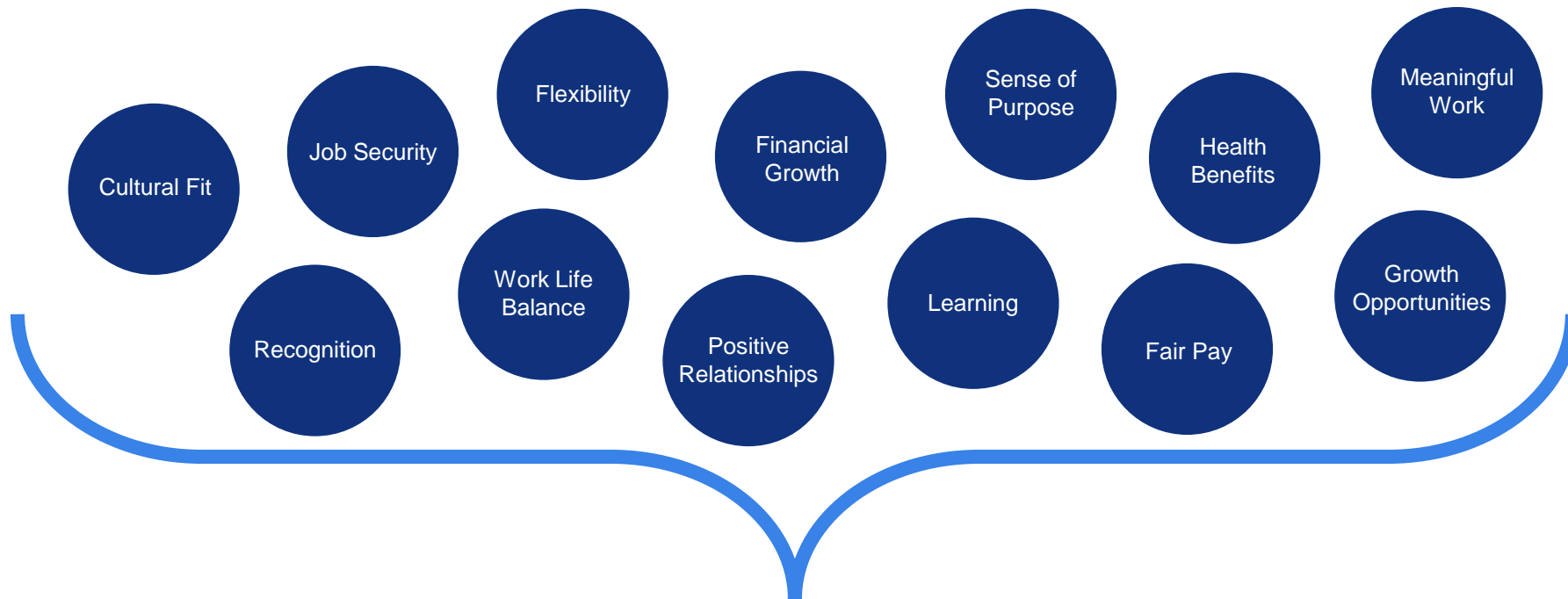
Expectations

Health  
Benefits

Job  
Security







# People Strategy

Attract &  
Onboard

Align &  
Grow

Reward &  
Retain

People make companies work

# How ready are you to rely on data?



- NewVantage Partners survey showed only 33% have succeeded
  - 99% are trying
  - The gap hasn't improved over time
- Possible Solutions include:
  - Management roles
  - Data Interpreters
  - More concerted programs to achieve data-related cultural change

# How HR is trying

- 69% of companies are integrating data into a People Analytics database
  - Up from 15% in 2016
- Collecting data is the first step
- Analyzing the data is the next step



# Opportunities are everywhere in HR

Timing	Target Area	Examples of Ways to Collect Data	Macro Analytics	Micro Analytics
Pre-Hire	Job Descriptions	HCM Software Surveys Social Media Job Boards Business Communications Emails Organization Network Analysis (ONA)	Reports Benchmarks Highlights Insights	Specific People Specific Actions
	Sourcing			
	Candidate Reduction			
Hiring	Benefits			
	Compensation			
Post-Hire	Onboarding			
	Time Management			
	Development			
	Performance			
	Wellness			
	Succession			

50% of employees have  
left an organization  
because of a bad manager

How you can empower your  
managers with analytics



# Collect and organize data

Make sure data is  
accurate, reliable, and  
organized before you  
share it

Managers need access  
to real-time data

Make it  
shareable

Easy to  
understand and  
relevant

Managers should focus  
on their teams- not on  
becoming data  
scientists

Data means nothing  
when you don't know  
what to do with it

Support and  
recommendations

Questions?





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