

Master People Analytics & Elevate Your HR Strategy

Unlock the Power of Data-Driven HR Decisions

 Tuesday, May 28, 2024

 Movenpick Karachi

 9:00 AM - 5:00 PM

Course Facilitator

Sajjad Parmar

(Singapore)

- CEO & Founder, The Talent Accelerator
- Former Head of Reward, eBay - APAC

Course Overview

This intensive workshop equips HR professionals with the practical skills to build a thriving People Analytics function. Led by internationally recognized expert Sajjad Parmar, you'll gain the knowledge and tools to solve your talent and business challenges through data-driven insights.

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Learning Outcomes:

- **HR Trends of 2030:** Explore the future of HR and the critical role of People Analytics.
- **Introduction to People Analytics:** Develop a solid foundation in key concepts and benefits.
- **Unlocking Company Culture:** Understand how to utilize analytics to measure and manage culture.
- **Building Your Analytics Framework:** Design a framework to identify and solve your specific talent challenges.
- **Storytelling with Data Visualizations:** Learn how to communicate complex data insights effectively.
- **Deep Dive Analytics:** Master functional analytics in key HR areas like attraction, retention, and development.
- **Global Leadership Metrics:** Analyze case studies and learn best practices in using metrics for leadership decisions.
- **Bonus Toolkit:** Receive a comprehensive toolkit with templates and resources to kick-start your People Analytics journey.

DETAILED OUTLINE #1

Introduction to People Analytics

1. Analytics Curve
2. Global Research on Analytics
3. Data Analytics Marathon (concept)
4. Why of Analytics?
5. Benefits of People Analytics
6. Analytics Developmental areas

Company Culture

1. Managing culture in a hybrid world and its challenges
2. Managing culture during change
3. Measuring culture
4. Culture Case Study

DETAILED OUTLINE #2

Talent Context – Building approach towards Analytics

1. Attraction (discussion)
2. Learning (discussion)
3. Reward (discussion)
4. Attrition (discussion)
5. DEI (discussion)

Story telling through Visualizations

20 Global case studies to practice insight building through visualizations and dashboards

Designing your Analytics Framework

1. Analytics Framework
2. Blind Spots
3. Identifying problem Statement
4. Case Study

DETAILED OUTLINE #3

Analytics Deep Dive (Individual work)

Go through functional analytics in areas of HR and identifying analytics that are applicable to you in your jobs and how to build entire analytic value chain around it.

Global Leadership Metrics – case studies (discussions)

Key Course Benefits:

- **Reduced Turnover:** Develop data-driven strategies to retain top talent.
- **Equitable Compensation:** Design fair and competitive compensation structures.
- **Improved Talent Acquisition:** Make data-driven decisions for attracting and hiring the best candidates.
- **Effective Workforce Planning:** Identify skill gaps and plan for future workforce needs.
- **Enhanced Learning & Development:** Design and deliver impactful L&D programs based on data insights.
- **Data-Driven Decision Making:** Gain the confidence to make strategic HR decisions based on evidence, not assumptions.
- **Improved Candidate Experience:** Optimize your recruitment process based on data and analytics.
- **Stronger Employer Brand:** Leverage data to build a compelling employer value proposition.
- **Uncover Trends & Opportunities:** Gain insights into company culture and employee engagement.
- **Support DE&I Goals:** Drive diversity, equity, and inclusion initiatives with data-backed strategies.

Who Should Attend?

- **HR Business Partners**
- **HR Analysts**
- **Talent Acquisition Specialists**
- **Learning & Development Professionals**
- **Compensation & Benefits Specialists**
- **HR Leaders**

Additionally Valuable for

- **Department Heads**
- **Team Leaders**





Course Facilitator

Sajjad Parmar

Sajjad Parmar is The CEO and Founder of The Talent Accelerator, a HR Tech Firm based out of Singapore and Pakistan since Jan 2022.

He started his career with Unilever Pakistan and moved with them to their Singapore office in 2008. He then moved to GSK as the Regional Reward Lead for Asia Pacific, while also double hatting as the Regional HR Transformation Lead and Head of HR for Malaysia. His last role in the corporate sector was with eBay Inc. as the Head of Reward for International Markets.

Apart from his expertise in Total Reward, he has extensive experience in Talent Management, HR Transformation, Performance Management, and People Analytics.

He has spearheaded some of the largest change management and HR transformation interventions for his companies and has developed some of the most progressive and market leading Total Rewards programs.

Testimonials

International & Pakistani Feedback on Sajja Parmer's Workshops

Insightful session, great start to analytics journey. - **Employer Branding Lead**

True eye-opener, fantastic journey in analytics. - **Reward Lead Tech**

Case studies instrumental in understanding data. - **Analytics Manager – Telecom**

Valuable discussions on practical implications. - **People PMO – Telecom**

Great trainer with excellent knowledge and Q&A handling capability. - **Comps & Analytics Manager, ICI Pakistan**

Engaging sessions with valuable content. - **Unit Head - HR Rewards Management, UBL**

REGISTRATION DETAILS

Regular Fee: **Rs. 50,000/-** +Provincial Sales Tax / Per Participant

15% Group Discount on 2 or more nominations from the same organization

(For larger groups, please send us a note at info@terrabilzgroup.com)

Includes courseware, TerraBiz Certificate, lunch, refreshments and business networking.

Terrabilz Cancellation Policy: Once your seats are confirmed, we kindly request no cancellations within 2 weeks prior to the event, as 50% payment will still be charged. For no-shows, the full amount will be charged. However, substitutions are welcome at any time. Thank you for your understanding.

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Name, Designation, Organization, Mobile,
E-Mail and **Postal Address**
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Cancellation Policy: Once seats are confirmed and an invoice is issued, no cancellations within 2 weeks of the event. Cancellations within this period incur a 50% charge. However, substitutions are welcome at any time. Thank you for your cooperation.