

September 24 - 25, 2019 • Ottawa, Ontario

Learn How to Take Advantage of Your Data to Improve HR Decision Making!

# HR Analytics for the Public Sector

*From Solid Foundations to Powerful Prediction*



## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



**Stacey Ileleji**  
Federal Government  
Department



**Jennifer Lahey**  
Predictive Success  
Corporation



**Zachary Nichol**  
City of Ottawa



**Dr. David Weiss**  
Weiss International  
Ltd.



**Joseph Weissgold**  
After Community

... and more

## Data Driven, Game Changing Approaches to Drive Profitability

- Implement data-driven, game-changing approaches to HR that will drive profitability
- Build the mindsets, tool sets and skill sets that will promote invaluable insights through analytics
- Determine the top 5 metrics that will positively impact revenue in your organization
- Develop customized KPIs and analytics for maximum benefit
- Leverage analytics to develop winning compensation packages
- Transform data into visual pictures that demand action
- Drive employee engagement to new heights
- Retain valued employees who might otherwise be out the door
- Reap the rewards of data-driven recruiting
- Leverage people analytics to drive a performance culture
- Use analytics for performance management, training and succession planning

**Plus!** Learn how to use data analytics for strategic actionable insights on workforce planning, retention, turnover, hiring and more!

**Event Partner**



**REGISTER TODAY!**

Call Cynthia 416.507.4202 or  
Email: [charfenmeister@infonex.com](mailto:charfenmeister@infonex.com) [www.infonex.com](http://www.infonex.com)

08:00 - 09:00 Registration and Continental Breakfast

09:00 - 09:10



### Welcome and Opening Remarks from the Chair

**Dr. David Weiss, President & CEO, Weiss International Ltd.**

09:10 - 10:00



### Leading Change: Moving Your Organization Toward a Data-Driven Culture

**Stacey Ileleji, Senior Analyst & Change Management Specialist, Federal Government Department**

- Examine dimensions of a data-driven organizational culture
- Distinguish between leading and managing the change to a more data-driven organization
- Leverage data analytics and data visualization to drive change
- Understand resistance to change and change fatigue
- Create the conditions and structures for change success

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10:00 - 10:15 Break

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10:15 - 11:00



### How HR can Leverage Data to Measure its Return on Investment

**Dr. David Weiss, President & CEO, Weiss International Ltd.**

In today's digital age, many public sector organizations are struggling with predicting accurately what it will take to succeed in the future. The advent of big data analysis and Artificial Intelligence (AI) is viewed as the pathway to improve the ability to predict outcomes and to save costs. Many HR professionals are also intrigued by the possibility of applying Artificial Intelligence (AI) to help predict more accurately many elements related to people and organizational capacity such as who should be hired, how to best develop talent, and where to focus its attention to achieve new innovative ways to deliver HR value. As this HR transformation unfolds, HR will also be expected to demonstrate that the investment in the knowledge, skills, experiences and innovations of people in the organization are helping make the organization more productive and are delivering a return for the organization.

This highly thought provoking, engaging and practical workshop, based upon Dr. David Weiss' book *Leadership-Driven HR: Transforming HR to Deliver Value for the Business* (Jossey-Bass) and his subsequent research, focuses on the following:

- Reflect on how an HR focus on AI will accelerate the expectation of HR to be able to demonstrate a return on human capital, i.e. the return on investment in people and organizational capacity
- Analyze how HR can leverage data to measure its Return on Investment (ROI) for the business
- Learn how to develop a dashboard to track leading and lagging measures to regularly report on the ROI in Human Capital

11:00 - 12:00

## A SuperSkill of the Future

### **Marc Delisle, Senior Policy Analyst, Employment and Social Development Canada**

- Technology will change the nature of the tasks being performed by knowledge workers
- Skills of the future in a government context must transcend time and jobs
- World-leading organizations target skills that have stronger relationship with job performance
- Empirical evidence from Industrial and Organizational Psychology show that not all skills are created equal
- Performance management - and measurement - will need to be improved for government organizations to unlock the full potential of workforce analytics

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12:00 - 13:00 Luncheon

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13:00 - 14:00



### **Talent Optimization and Keeping the Millennial Engaged**

#### **Jennifer Lahey, Talent Optimization Specialist, Predictive Success Corporation**

- Future of talent - people drive your business. Do you know what drives your people?
- Keeping millennials engaged - 4 forces of disengagement
- Creating culture champions and high performing teams
- Employee engagement - does it matter? What does an engaged employee look like?

14:00 - 15:00

### **Analytics: 'Panacea or 'Part of the Solution?'**

#### **Riaz J. Kara, Director, National Change Leadership, Federal Labour Program, Employment and Social Development Canada**

- Discover advantages of analytics in predicting employee performance
- Improve quality of hiring during recruitment
- Insights into recruiting and retaining talent
- Learn how behavioral analytics can help you adapt to fast changes
- Real life examples of how analytics has increased productivity and efficiency

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15:00 - 15:15 Break

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15:15 - 16:15



## **Connecting Data Science and Predictive Analytics with Workforce Innovation and Transformation**

**Maria McKay, Senior Manager, Advisory, KPMG LLP**

- The Fourth Industrial Revolution is yet another wave of innovation - technology has been re-shaping how work gets done for decades
- The low hanging fruit is (largely) gone -harvesting the residual benefits is analogous to 'sweeping up grains of rice'
- People are key - your people know the opportunities for change, but may be incentivized to conceal them to protect jobs
- Doing nothing is not an option, but finding new paths is critical - there is a choice between the "low road" (replacing human labour) and the "high road" (using capabilities to innovate and grow)
- Prediction is hard (especially when it is about the future) - a scenario-based iterative process is key, and can locate "no-regrets" moves to begin the transformation
- Ability to deal with disruption will be critical for success - an effective, supportive approach to identifying, reskilling, and redeploying resources is a must

16:15 **Closing Remarks from the Chair**

### **SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *HR Analytics for the Public Sector*. A limited number of sponsorship options are available.

For more information or to check availability, contact our sponsorship department by telephone at 416.507.4202, or by email at [sponsorship@infonex.com](mailto:sponsorship@infonex.com).

## DAY TWO PROGRAM AGENDA: WEDNESDAY, SEPTEMBER 25, 2019

08:00 - 09:00 Registration and Continental Breakfast

09:00 - 09:10



### Welcome and Opening Remarks from the Chair

**Dr. David Weiss, President & CEO, Weiss International Ltd.**

09:10 - 10:00



### Perfect Never Happens: Lessons Learned in Moving HR Analytics Forward

**Victor Chiasson, Acting Manager, Workforce Analysis and Reporting, Department of National Defence, Government of Canada**

- Establishing a culture of measurement
- How do you see your data? Crisis management vs. resource development
- Challenges in establishing data governance in HR culture
- Data quality dimensions
- Engaging business: black booking, fake BI, and other data frontier issues

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10:00 - 10:15 Break

10:15 - 11:00



### AI Implications in Diversity and Inclusion

**Hope Makena, Human Resources Advisor, Employment Equity, Diversity and Inclusion, Department of Justice, Government of Canada**

- The latest developments in using AI to promote diversity
- Insights into how AI helps overcome biases instead of perpetuating them
- How to avoid hidden prejudices during the recruitment process
- How to build inclusion and diversity into AI design
- Understanding the importance of design for inclusion

11:00 - 12:00

### LinkedIn: Using Social Media and Big Data for Recruitment and Talent Management in Public Sector

**Michael Page, Government Lead, Talent Solutions, LinkedIn**

- Learn how Social Media is being utilized to innovate government hiring
- Transformation of your talent strategy through data
- Understand how to tap into new talent pools and passive talent
- Empowering HR to be a strategic partner through data and labour market insights

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12:00 - 13:00 Luncheon

13:00 - 14:00



## **More than a Job: Supporting employees through all life's challenges**

**Joseph Weissgold, Co-founder and Principal Designer, After Community**

- What really sets apart the best companies to work for
- What organizations stand to gain when employees are supported holistically
- Why improvements in HR analytics and AI only address one part of the equation
- Which life experiences are most leveraged for HR to start supporting
- What you can do to reduce the impact of losing a loved one, practically

14:00 - 15:00



## **Building and Implementing an HR Analytics Team in Smaller Organizations**

**Zachary Nichol, Manager, HR Innovation Solutions, City of Ottawa**

While the future is never certain HR executives and practitioners recognize that analytics will play an increasingly important role in decision making of their organizations. From the ability to clearly understand what has happened, to the capability to provide prescriptive action to managers regarding what should happen, analytics is a key resource to any HR organization. This session will help you gain insight into the power of analytics and the contribution it can make to the organization even if you are starting with minimal resources and people.

- Understand the benefits of following a step-by-step approach when kick-starting an HR analytics team
- Build an HR analytics team when resources are limited
- Learn how to gather data and ensure that it's uniform, accurate and consistent
- Set goals and KPIs to ensure HR processes are completely fact-based and aligned to your organization's way of thinking
- Explore what makes people analytics different from other analytic fields

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15:00 - 15:15      Break

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15:15 - 16:15

## **Game Changers: Millennials; Combining Data to Transform Your Business**

**Angela Payne, SVP & General Manager Canada, Monster**

- Actionable insights from inside and out, a Monster Quant Squad Meta-Analysis
- Shifting tastes and its implications as Generation M advances to 50% of the labour market by 2020
- What you can do now to attract and retain the future's best and brightest

*Key learning takeaway – Providing a synthesized perspective to utilize immediately in the pursuit of talent.*

16:15      **Closing Remarks from the Chair**

# HR Analytics for the Public Sector

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## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

Full Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Ext \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email address \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Company's main line of business \_\_\_\_\_ Number of Employees \_\_\_\_\_

### 2 SELECT YOUR PREFERRED PAYMENT METHOD

Prices subject to GST / HST	Full Price	
Course fee per delegate	\$ 2,399	<b>\$ 1,299</b>



**Method of Payment:**  VISA  MasterCard  Cheque enclosed, payable to INFONEX Inc.

Cardholders Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

CVV / CSC: \_\_\_\_\_ Signature: \_\_\_\_\_

Please check box if you are GST / HST exempt Exemption # \_\_\_\_\_

### 3 SEND US YOUR REGISTRATION

GST / HST No. R134050012

**EMAIL:** charfenmeister@infonex.com **WEBSITE:** www.infonex.com

**TELEPHONE:** 416.507.4202 (Cynthia) **MAIL:** INFONEX INC.  
330 Bay Street, Suite  
1500  
Toronto, ON M5H 2S8

#### LOCATION:

HR Analytics for the Public Sector will be held at a convenient location in Ottawa, Ontario. Detailed venue information will be forthcoming as it becomes available.

#### YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

#### SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at HR Analytics for the Public Sector. A limited number of sponsorship options are available.

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#### CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.com or fax to 1.800.558.6520 **no later than September 24, 2019**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **September 24, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **September 24, 2019** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1328-SP**

