

**November 23 - 24, 2021 • Virtual Conference**

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



# People Analytics & Data-Driven HR

*From Solid Foundations to Powerful Prediction*

## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



**Jill Birch**  
**BirchGrove Inc.**



**Jason Lawson**  
**Treasury Board of  
Canada Secretariat**



**Zac Nichol**  
**MNP Digital**



**Ilia Maor**  
**The Regional  
Municipality of York**



**Rob Catalano**  
**WorkTango**

**... 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!



**REGISTER TODAY!**  
Email: [rjhaman@infonex.com](mailto:rjhaman@infonex.com)

Call Rick 416.709.7425 or  
[www.infonex.com](http://www.infonex.com)

# People Analytics & Data-Driven HR

November 23 - 24, 2021 • Virtual Conference

## DAY ONE PROGRAM AGENDA: TUESDAY, NOVEMBER 23, 2021

10:30 - 10:45 EST



### **Welcome and Opening Remarks from the Chair**

***Jill Birch, CEO and Founder, BirchGrove Inc.***

10:45 - 11:30 EST



### **Tackling Wicked Problems in People Management Using a Multi-Disciplinary Approach**

***Jason Lawson, Director, Experimentation and Partnerships, Treasury Board of Canada Secretariat***

- Why is experimentation in HR important and how is it different?
- The value of human-centred design
- Behavioural science in HR?
- Multi-disciplinary teams - finding the right people to carry it out
- Putting it all together

11:30 - 12:15 EST



### **People Analytics to Influence the Assessment of Performance & Potential at Rogers**

***Ankit Singh, Senior Analyst, People Analytics, Rogers Communication***

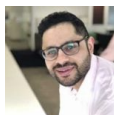
- Choosing the right metrics
- Addressing Barriers to assessment
- Building capabilities for HRBPs
- Monitoring progress
- Communication and Roll-out

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12:15 - 13:00 EST      Break

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13:00 - 13:45 EST



### **The Art of the Possible with Unstructured Data**

***Arjun Asokakumar, Director, Data Science & People Analytics, RBC***

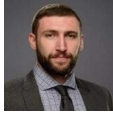
- What is unstructured data and why is it important?
- Introduction to Text Analytics and typical HR use cases
- Approaches to Text Analytics and Natural Language Processing (from dictionaries to neural networks)
- Tips on how to get started
- Building your roadmap for the possible

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## DAY ONE PROGRAM AGENDA: TUESDAY, NOVEMBER 23, 2021

13:45 - 14:30 EST



### **Advanced People Analytics: Nuanced Interpretation**

**Ilia Maor, Manager, HR Technology & Analytics, The Regional Municipality of York**

This presentation will focus on: The accurate interpretation of common HR data and people metrics to inform decision making, and the potential adverse effects of misinterpretation

The session will provide practitioners with a better understanding of common challenges with metrics like span-of-control, turnover, churnover, retirement data, time-to-fill, etc, and equip them with critical insight about how to interpret HR data within their own context.

14:30 - 15:30 EST



### **Emergence Leadership in a Disruptive World**

**Jill Birch, CEO and Founder, BirchGrove Inc.**

It's hard to imagine a world before the pandemic: remember back to January 2020 when life seemed so simple? As leaders pivot between "what was", "what is" and "what will be" visions, missions and values are being recast, strategy re calibrated and team strength tested. Leaders are assessing where the biggest gaps exist, technically, functionally and structurally. This means different kinds of behaviour and fresh ways of leading will be needed as we emerge from the pandemic.

Relational leadership is a new way to think about *how* we lead in these disruptive times. When we better understand how leadership happens, relationships improve, costly missteps are avoided, and goals more quickly achieved. Alignment and accountability are crystalized. Decisions become less reliant on what we take for granted and more evidence based. The *7 Stepping Stones of Relational Leadership* is a collaborative framework designed to help leaders make the leap to greater self-awareness and appreciation of the insights and views of others.

Based on ten years of research, Dr. Jill Birch has designed a framework that will empower you to create real and meaningful change, enhance communication, spark authentic collaboration, and integrate new perspectives that spark innovation. Join this energizing keynote address to learn how relational leadership will inspire, motivate, and embody new ways to think about how we lead, how we develop ourselves - and others - as leaders.

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## DAY ONE PROGRAM AGENDA: TUESDAY, NOVEMBER 23, 2021

15:30 - 16:30 EST



### **Enabling a Data-Driven Culture in HR**

**Bill Chan, Senior HR Advisor, People & Culture Analytics & Reporting, WorkSafeBC**

We have heard some great presentations today about using data to tackle HR issues as well as applying some advanced techniques to that data, but how did today's speakers and their organizations get to this point? How did they embrace a data-driven culture? What even is a data-driven culture, for that matter, particularly in relation to HR? Do you have a data-driven culture already, and if not, how and why should you promote one? Let's take a step back to explore data-driven cultures, how to excite your HR team about the possibilities of data, and some ideas to strengthen their data literacy.

16:30 EST



### **Closing Remarks from the Chair**

**Jill Birch, CEO and Founder, BirchGrove Inc.**

## **SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *People Analytics & Data-Driven HR*. 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).

# People Analytics & Data-Driven HR

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## DAY TWO PROGRAM AGENDA: WEDNESDAY, NOVEMBER 24, 2021

10:30 - 10:45 EST



### **Welcome and Opening Remarks from the Chair**

**Zac Nichol, Senior Consultant, MNP Digital**

10:45 - 11:45 EST

### **Moving from Dashboards to Decisions**

**Tony Bennett, Executive Director, HR Analytics & Planning, Alberta Health Services**

This presentation will provide insight to AHS' HR Analytics team's evolution through the COVID crisis. You will see how AHS went from relying on workforce data and metrics to needing an integrated view of its workforce - now and in the future. Our discussion will include reviewing how operational needs through COVID required solid data and dashboards, but soon relied on integrating workforce analytics with operational and public health projections and models

11:45 - 12:45 EST



### **Your Employee Voice Strategy's Role in Collecting Key Data to Improve the Employee Experience**

**Rob Catalano, Chief Engagement Officer, WorkTango**

Understanding what is important to employees and what motivates them has never been more critical to keeping your organization on track. Improve your employee engagement, productivity and retention with a data-driven approach. Gain actionable insights to develop a strategy for your Voice of the Employee program by:

- Why focusing on a better Employee Voice strategy is important in today's changing workforce
- The evolution of Employee Voice, and why certain methods are outdated and no longer adequate on their own
- Learning trends of how companies are shifting their Employee Voice approach
- How great organizations are leveraging employee voice data towards behaviour change

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12:45 - 13:30 EST    Break

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13:30 - 14:30 EST

### **Organizational Network Analysis in Action: Applying Organizational Network Analysis (ONA) Insights to Improve how Business Teams Work at Eaton**

**Mei Kim, Global Leader, Strategic Workforce Planning & Workforce Insights, Eaton**

How actionable are insights from ONA? These are questions we often get challenged with as People Analytics Practitioners, especially as ONA evolves to become a core capability within a people analytics function. In this session, we describe how we positioned ONA as a means to uncover insights that help improve the way business teams work with each other, ensure onboarding success with start-up teams, and quite simply, how teams build accountabilities within their roles. The 2 key take-aways from this session are (1) How to build the case for ONA with your business (2) Deliver ONA insights that inform actions to improve business results.

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## DAY TWO PROGRAM AGENDA: WEDNESDAY, NOVEMBER 24, 2021

14:30 - 15:30 EST



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

**Zac Nichol, Senior Consultant, MNP Digital**

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.

- Build an HR analytics function 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

15:30 - 16:30 EST



### **Agility in People Analytics: Relevant & Timely Analytics Outcomes that Drive Value and Business Engagement**

**Patrick Joseph Tuason, Manager, HR Reporting & Analytics, HydroOne**

- Importance of Business Relevance in in People Analytics
- Time and agility is a key factor that we tend to overlook
- What is 'agile' and how can it be applied in People Analytics
- Minimum Viable Product
- Iteration
- Stakeholder engagement
- Demonstrated value

16:30 EST



### **Closing Remarks from the Chair**

**Zac Nichol, Senior Consultant, MNP Digital**

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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	Register by August 27
Course for Groups of 3 +	CAD \$ 2,199 each	<b>CAD \$ 1,599 each</b>
Course for Groups of 2	CAD \$ 2,299 each	<b>CAD \$ 1,699 each</b>
Course for 1 Registrant	CAD \$ 2,399	<b>CAD \$ 1,799</b>



*\* Groups must register together at the same time to be eligible for group savings.*

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

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

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

### 3 SEND US YOUR REGISTRATION

GST / HST No. R134050012

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

**TELEPHONE:** 416.709.7425 (Rick) **MAIL:** INFONEX INC.  
330 Bay Street, Suite 1500  
Toronto, ON M5H 2S8

#### VIRTUAL CONFERENCE:

People Analytics & Data-Driven HR will be held as a virtual on-line event. Details on how to access and participate in the event will be sent to all confirmed delegates prior to run date.

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

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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 November 9, 2021**. 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 **November 9, 2021**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **November 9, 2021** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1403-RJ**

