



# People Analytics Case Studies

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***"You can have data without information but  
you can't have information without data".***

**Napoleon Bonaparte.**

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## Introduction

Human-ByDesign is Ireland's Partner Distributor for Harrison Assessments.

Harrison Assessments was founded in 1990 by Dan Harrison Ph.D. His 30 years of research, innovation and experience in psychology and assessment, has enabled Professor Harrison to create and develop state-of-the-art people analytics technology.

The technology platform provides decision analytics for talent acquisition, development, engagement, team building and career planning. HA are a global organization (in 70 countries world-wide). The systems and tools are designed to meet strategic business needs globally and their client list includes the top blue chip companies in the world.

### ***Why People Analytics?***

***"A well designed HR strategy backed by data enables organisations to create the right ownership and accountability model as well as get to the root cause and resolution of people related issues". Human-ByDesign 2020.***

HR is undergoing a transformation from a process oriented function to becoming a true strategic business partner. Data has a crucial role in driving that transformation as more organisations are recognizing that an evidence based approach to making people decisions is not only good practice but also delivers greater return on investment.

Employee expectations have also evolved, they expect us to know who they are and what they need. Data can be used to better align employees to jobs they are more suitable for, as well as provide management with information that helps build effective employee engagement and retention programmes.



**"If You Can't Measure it, You Can't Improve it."**

**Peter Drucker.**



***"HR Analytics is: The systematic identification and quantification of the people drivers of business outcomes", Heuvel and Bondarouk (2016).***

## Case Studies.

### Case Study - Benchmarking Sales Team - Large Multinational.

- **Goal:** The aim of the research was to determine the traits that make Salespersons and Sales Managers successful at the multi-national firm and to determine the relative accuracy of the system to predict success based upon the "job template" that incorporates those traits. The multi national firm provided 25 profiles of Sales Managers and 69 profiles for Salespersons across three countries: Australia, Hong Kong, and the Philippines.
- **Outcome:** These traits are formulated in the Harrison Assessments' software in four templates. These templates will enable a high prediction level of success for this position. Although this sample showed an accuracy level of 96% for the sales managers and 91% for the salespersons, it is estimated that it will predict success with approximately 85% accuracy for a larger sample size.

### Case Study - Big Four - Training for Consultants.

- **Goal:** This case study was undertaken in order to help determine the characteristics that are related to good performance for at one the 'big four' accounting and management consulting firms for the positions of trainee consultant. A job analysis was undertaken in co-operation with the human resource department.
- **Outcome:** The results showed a high predictive accuracy and a strong correlation between the suitability score and the actual job performance. This indicates that the template includes a fairly comprehensive set of traits related to suitability for this position. On average, the suitability score was within 4 points of the performance score and 87% of the suitability scores were within 6 points of the performance score. This is considered to be very accurate.

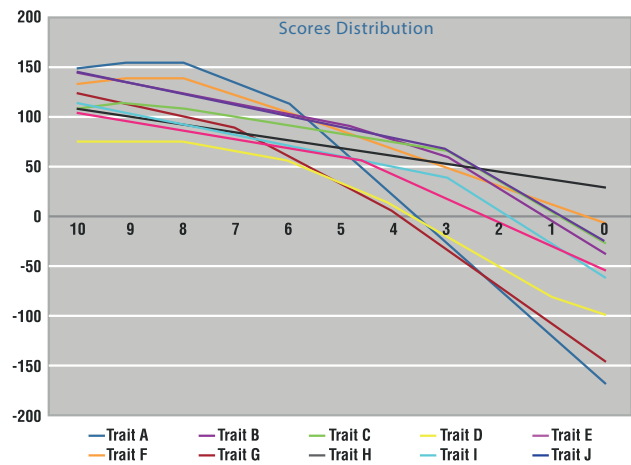
### Case Study - Just Fab - Major Clothing Retailer

- **Goal:** Create a researched JSF, that identifies, essential, desirable and traits to avoid for the job position for the company in order to make better informed selection decisions.
- **Outcome:** The overall suitability score generated from the new JSF had a 0.491 correlation with performance.
- 34 traits showed a relationship with job success (10 Essentials, 13 Desirables, 11 Traits to avoid).
- Suitability score range = 99% to 54% with a total pop. average suitability score of 82.6%

Further Irish case studies, see here: <https://human-bydesign.com/case-studies/>

# Award Winning Technology

## Harrison Talent Life Cycle Solutions



Harrison Assessments People Analytics Technology won the top award (1st place) in the prestigious Brandon Hall Human Capital Management Group Excellence Awards in the categories of Candidate Assessment Technology and Succession Planning.

"Winning a Brandon Hall Group Excellence Award means an organization is an elite innovator within Human Capital Management."



## Charles May & Sharon Miller



### Charles May.

Charles May is a highly regarded People Analytics consultant. He has vast international consulting experience supporting organizations optimize their People strategy using analytics. Charles delivers senior management development programmes, assisting leadership teams better navigate the VUCA\* world we are living in and recently co-authored a book on VUCA. His client list includes: Americana Group, Phillips (Global Leadership Programme), GAC and many other leading blue-chip multinationals.

### Sharon Miller MSc HRM.



Sharon is the founder of WorkHuman and is a partner distributor for HA in Ireland, her passion is People Analytics. Sharon has held various 'Head of Assessment' roles in London where she managed a team of occupational psychologists to deliver projects in the U.K and internationally. Her client list includes: Barclays Bank (London), The Lawn Tennis Association, the Olympic Delivery Authority, the Home Office (London) and a number of well-known U.K public sector bodies.

\*VUCA = Volatility, Uncertainty, Complexity and Ambiguity.