



People Analytics and Evidence-Based Management

Duration: 5 Days

Language: en

Course Code: PH1 - 144

Objective

Participants will be able to:

- Understand the foundations of people analytics and evidence-based HR practices.
- Collect and evaluate high-quality evidence from organisational data, scientific research, and stakeholder insights.
- Apply analytical frameworks to diagnose workforce problems and guide strategic decisions.
- Use descriptive, predictive, and prescriptive analytics within HR.
- Build dashboards and visualisations for effective communication with stakeholders.
- Integrate people analytics into workforce planning, performance management, and organisational development.
- Implement ethical and responsible analytics practices, ensuring data privacy and transparency.

Audience

This programme is ideal for:

- HR Managers and HR Business Partners.
- People Analytics and HR Data Specialists.
- OD and Talent Management Professionals.
- HR Directors and Strategic Decision-Makers.
- Workforce Planning Specialists.
- Business Analysts working with HR data.
- Anyone seeking to build scientific decision-making skills within HR functions.

Training Methodology

The course uses hands-on analytics demonstrations, case studies, datasets, and collaborative exercises. Participants practise applying evidence-based frameworks and learn to translate insights into actionable recommendations for leaders.

Summary

This advanced programme provides HR professionals and organisational leaders with the analytical skills and decision-making frameworks needed to drive business outcomes through evidence-based people practices. Participants learn how to collect, analyse, and interpret workforce data, evaluate the quality of evidence, and apply analytical insights to improve recruitment, performance, retention, employee experience, and organisational strategy.

The course bridges the gap between HR intuition and scientific decision-making by teaching statistical thinking, causal reasoning, and practical analytics tools. By the end of the programme, participants will be able to design and execute data-driven HR initiatives that create measurable value.

Course Content & Outline

Section 1: Foundations of People Analytics & Evidence-Based HR

- What is people analytics? Scope, evolution, and strategic value.
- The principles of evidence-based management (EBM).
- Types of organisational evidence: data, expertise, stakeholder input, and scientific research.
- Understanding correlation vs. causation in workforce analysis.
- Building a data-driven HR culture.

Section 2: Collecting and Evaluating High-Quality Evidence

- Designing effective metrics and KPIs for HR functions.
- Sources of people data: HRIS, ATS, surveys, performance systems, operational data.
- Assessing evidence quality: reliability, validity, bias, and sample limitations.
- Triangulation: combining different forms of evidence to strengthen decisions.

Section 3: Analytical Tools for Understanding Workforce Trends

- Descriptive analytics: workforce composition, turnover, absenteeism, performance variability.
- Diagnostic analytics: root-cause analysis using statistical and qualitative tools.
- Predictive analytics: forecasting turnover, performance, and engagement risks.
- Prescriptive analytics: modelling interventions and optimisation methods.
- Data visualisation and dashboard creation for HR storytelling.

Section 4: Applying Analytics to Core HR Functions

- Talent acquisition analytics: pipeline efficiency, selection insights, quality-of-hire.
- Performance analytics: linking behaviours, outcomes, and organisational objectives.
- Engagement and experience analytics: interpreting surveys, sentiment analysis, and lifecycle trends.
- Workforce planning and capability modelling.
- Linking HR data to business KPIs: productivity, profitability, customer outcomes.

Section 5: Ethical, Strategic, and Organisational Implementation

- Ethics in people analytics: transparency, fairness, accountability, and privacy.
- Responsible use of AI and automation in people analytics.
- Communicating insights to leaders: influencing decisions with evidence.
- Designing and governing an organisational analytics function.
- Implementation roadmap: from pilot projects to enterprise-wide analytics adoption.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Human Resources Management (HRM), Management & Leadership

Tags

HR, Human Resources, People Analytics, People Management

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