



DIGITAL AGILITY: ACCELERATING WITH ANALYTICS

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The world is changing fast.

The world as we knew
it has rapidly shifted in
the last two years.



Nearly half of CEOs plan to increase their rate of digital investment by 10% or more

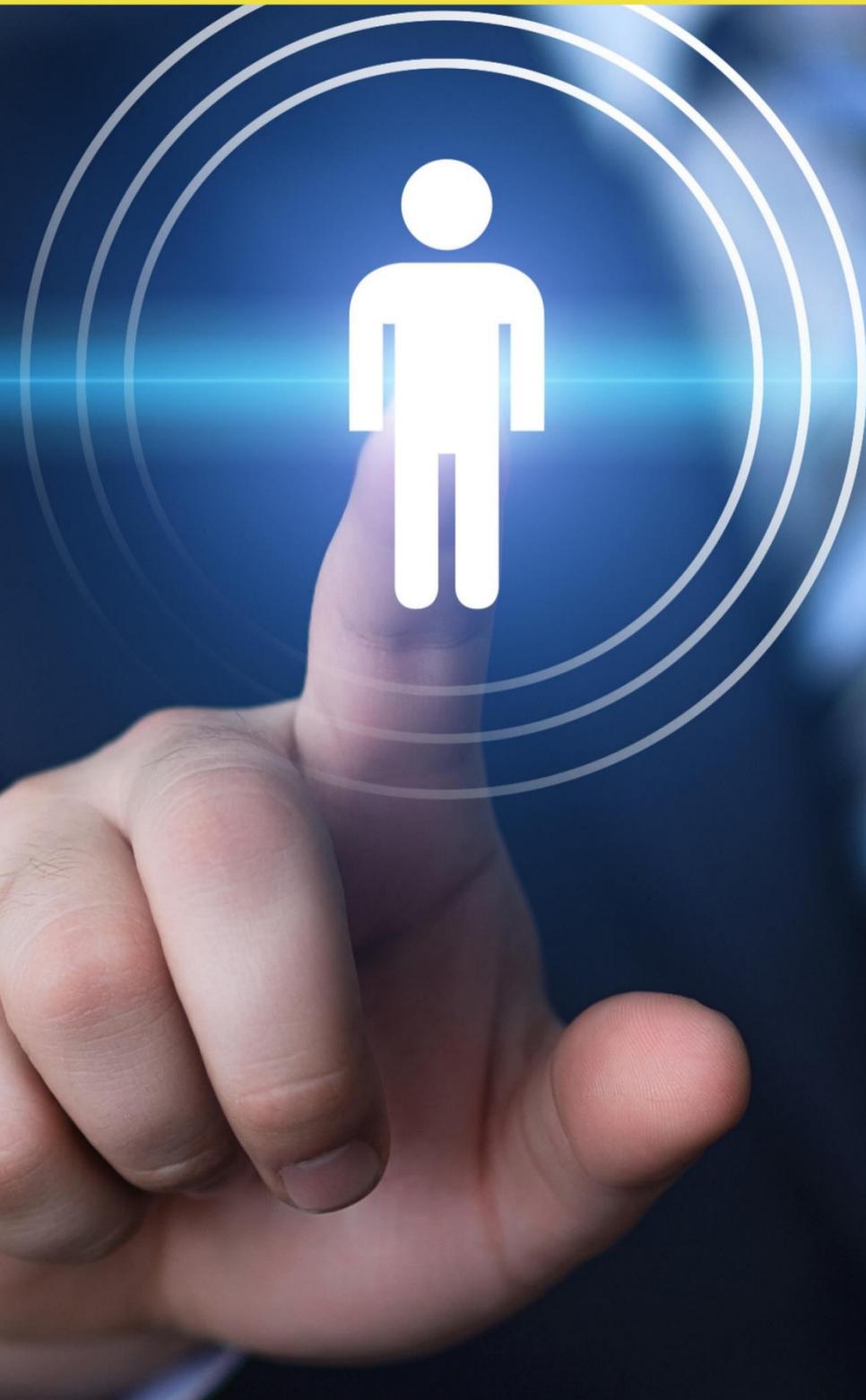
“In the past, we wanted to get everything 100% correct before we launched a digital product....

....but now it’s a matter of getting it out there and refining it as we go.”

Source: PwC’s 24th Annual CEO Survey

Jeffri Salim Davidson, group CEO of Malaysia-based conglomerate Sime Darby Berhad





At a global level, people analytics is experiencing accelerated growth and Leading companies are fuelled by a data driven culture for HR



6 in 10 companies grew their people analytics team between June 2020 – June 2021



People analytics teams now have 1 person for every 2,900 employees (up from 1 in every 4,000 since 2020)



Of 42% who stated they have a data driven culture, 90% are confident their work delivers business value



There has been a 10-year 'information gap' between what data CEOs need and what they get.

Source: PwC's CEO Survey (2019).

41%

of organisations say making workforce decisions using analytics is important but they don't do it

Source: PwC's Preparing for Tomorrow's Workforce Today Report.

HR has failed to develop its digital skills in pace with advances in technology!

Source: PwC's Preparing for Tomorrow's Workforce Today Report.



The top 3 'at risk' capabilities globally relate to analytics...

At risk calculated as respondents who say a capability is important but are not taking action today



#1: Data driven decisions

Insights from big data & advanced analytics in workforce decision making.



#2: Skills gap

Using data analysis to predict & monitor skills gap in the workforce.



#3: Remove bias

Using data analysis to de-bias hiring & rewards.

People analytics is...

measuring people, organisation data and trends. This information is used to enhance business performance or inform key decisions



Quick Poll:

**How are you using
people analytics?**

The Evolution of Analytics



What are the benefits of investing in real-time HR analytics?

- Profit margins of firms with advanced maturity in people analytics are 56% higher than those of less advanced
- Welcome to the digital boardroom! HR & business leaders have people data and insights at their fingertips
- Drive better employee engagement & satisfaction
- Enhance diversity, inclusion and wellness initiatives by using real data
- Enable a more effective talent acquisition strategy
- Improve retention: learn why employees leave & why they stay
- Enhanced learning & development: identify skills gaps & measure training effectiveness.



Quick Poll:

How reliable is your data?

Getting started: 6 steps to successfully leverage HR analytics in your organisation



Harmonise & centralise data.



Identify the right metrics to track.



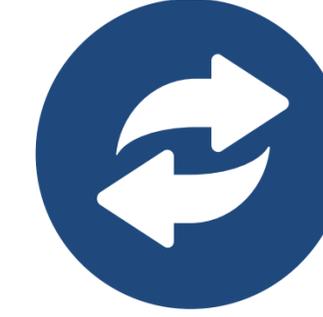
Build dashboard / Visualisation.



Identify users & upskill them.



Solve real problems using the metrics.



Review & refine.

Trends & the future of HR analytics

Accelerated adoption and enablement of analytics within organisations of all sizes.

Continued focus on real time analytics

Focus on key metrics to support business initiatives

Aspire to be 'predictive'

People analytics become 'workforce analytics'



Key Takeaways

As HR becomes more strategic, analytics plays a central role in linking HR strategy to business outcomes.



Analytics will continue to gain momentum, as more organisations adopt data-driven decision making.



Use the 6 steps to success to get the basics right. Build the foundations first before the house.



Aspire to become a 'predictive' business. Continuously seek new ways to put your data to work.



Digital Upskilling

Governance and Controls

Embracing analytics is the first step to building a more data-driven HR business & an opportunity for HR to showcase strategic value to senior leaders.



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Theme:

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