Optimize Your Greatest Asset -- Your People: How to Apply Analytics to Big Data to Improve Your Human Capital Investments

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Drive better business strategy with practical analytics for people data

"Optimize Your Greatest Asset -- Your People" brings advanced analytics into Human Resources, giving you a framework for optimizing human capital investments through predictive analysis. You'll learn how to transition from anecdotes and surveys to more advanced measurement techniques, and combine the data from multiple systems into a unified plan of action that improves business results. Practical examples and case studies show how these techniques are applied in real-world settings, and executives and thought leaders weigh in on how advanced analytics are informing better business decisions every day. Coverage includes the latest research on the state of current HR measurement techniques, as well as the important considerations surrounding data security and employee trust.

Executives and managers alike are swimming in pools of people data, spread across multiple systems that don't talk to each other. This book shows you how to bring that data together, organize it, and turn it into useful information, and how to build your data strategy to take advantage of the wealth of available tools. Produce actionable intelligence with data from multiple systems Move beyond activity metrics and into advanced measurements Create stronger policy covering security, privacy, and ethics Achieve sophisticated HR analytics without breaking employee trust

It's time for HR leaders to get over their fear of Big Data. Good data drives good business, and human capital is the biggest asset a company has. Start measuring the things that matter, and start turning those measurements into actual information that goes beyond the spreadsheet. "Optimize Your Greatest Asset -- Your People" shows you how to get started, and where to go from there.

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