

BIG DATA
AND THE
FUTURE
OF
HUMAN
RESOURCES
MANAGEMENT

HEATHER WHITEMAN, PHD

BIG DATA AND THE FUTURE OF HUMAN RESOURCES MANAGEMENT



Heather Whiteman, PhD

People Analytics Lecturer, University
of California
Fellow, Future Workplace

www.ikhanatalent.com

[linkedin.com/in/heatherwhiteman](https://www.linkedin.com/in/heatherwhiteman) 

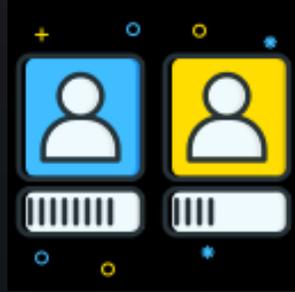
[youtube.com/c/heatherwhiteman](https://www.youtube.com/c/heatherwhiteman) 

Heather@ikhanatalent.com

TALENT TRENDS



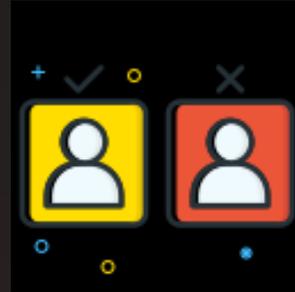
Living & working longer



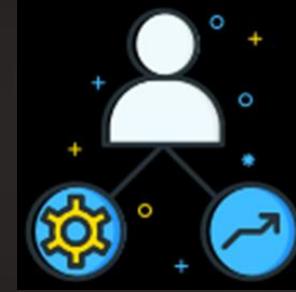
Multiple careers



Globalization & shift to/from big cities



Creation of new kinds of Jobs



Automation



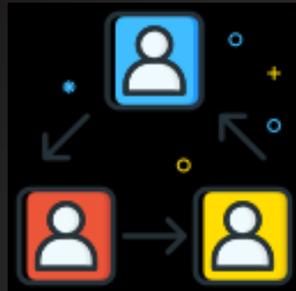
Uniquely Human Skills



Work anytime from anywhere



Gig economy



Teaming



Global Crises

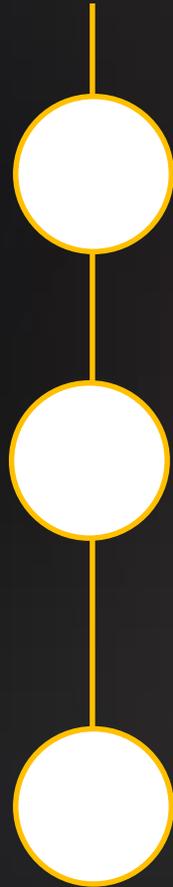


$\frac{1}{2}$ life of skills



Education system disruption

THE TRANSFORMATION OF HUMAN RESOURCES MANAGEMENT

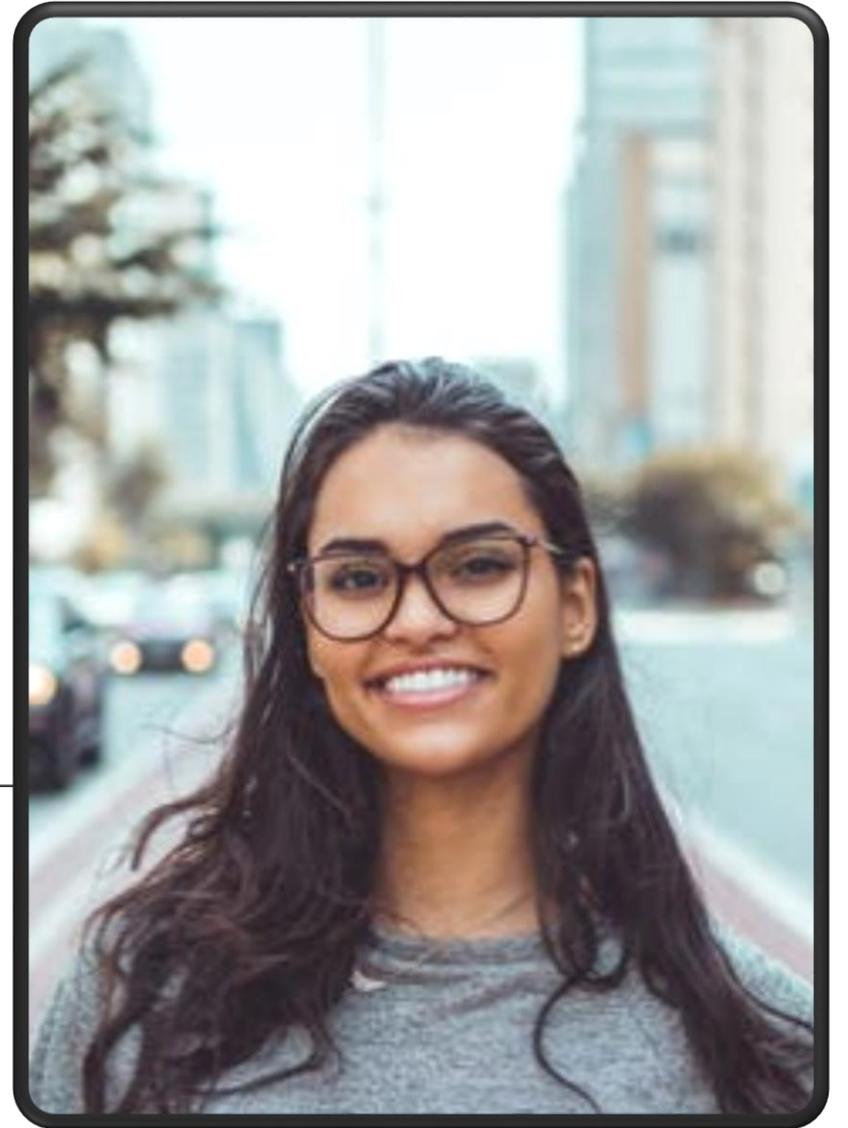


TECHNOLOGY

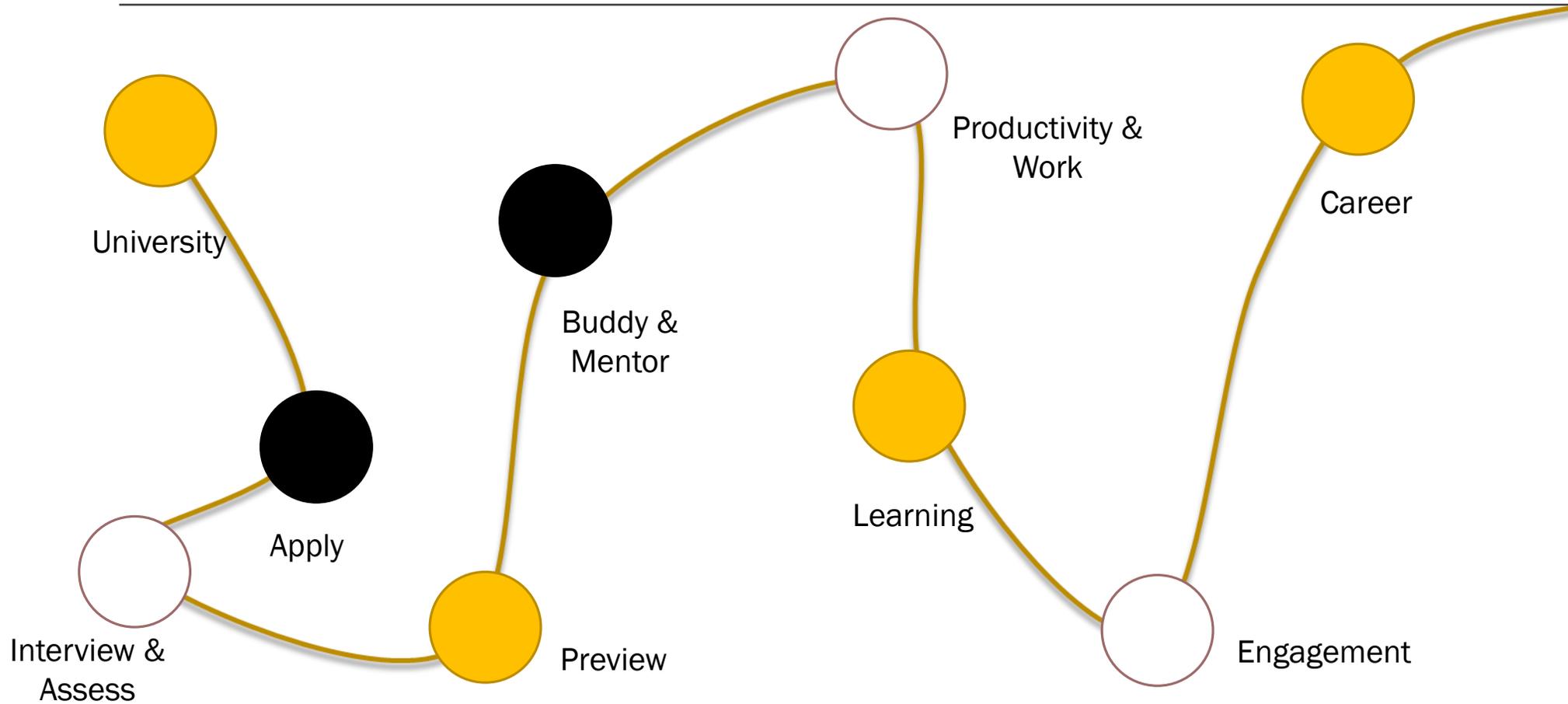
DATA & ANALYTICS

EMPLOYEE EXPECTATIONS

Story of Emma



Story of Emma



TECHNOLOGY



- Chatbots
- Artificial Intelligence (AI)
- Virtual Reality
- Augmented Reality
- Smart badges
- Automation
- Data Science
- Workflow diagnostics
- Organizational Network Analysis (ONA)
- Employee sentiment, disengagement metrics
- Job fit prediction algorithms

THE FUTURE IS TODAY

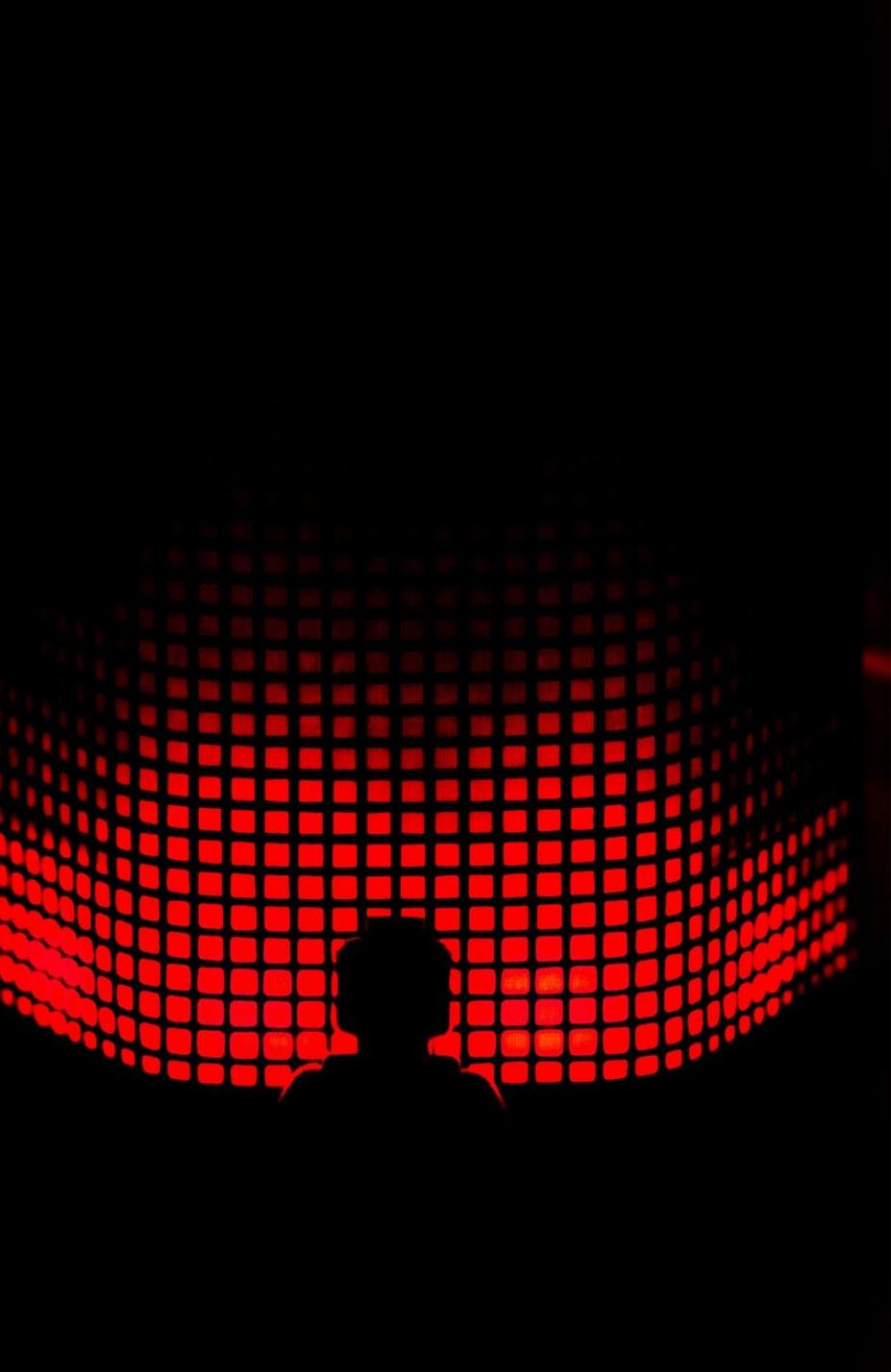
DATA & ANALYTICS

Technology + Analytics

Real Time Analytics

Ease of Use

Data Privacy & Accessibility



Just
because
you can
measure
everything
doesn't
mean you
should.

W. Edwards Deming

People data for good

Don't be creepy

People data is private data

People data is not the same as other data



EMPLOYEE EXPECTATIONS

Consumer Trends Drive Employee Expectations

Personalization

Interconnectivity of Devices & People

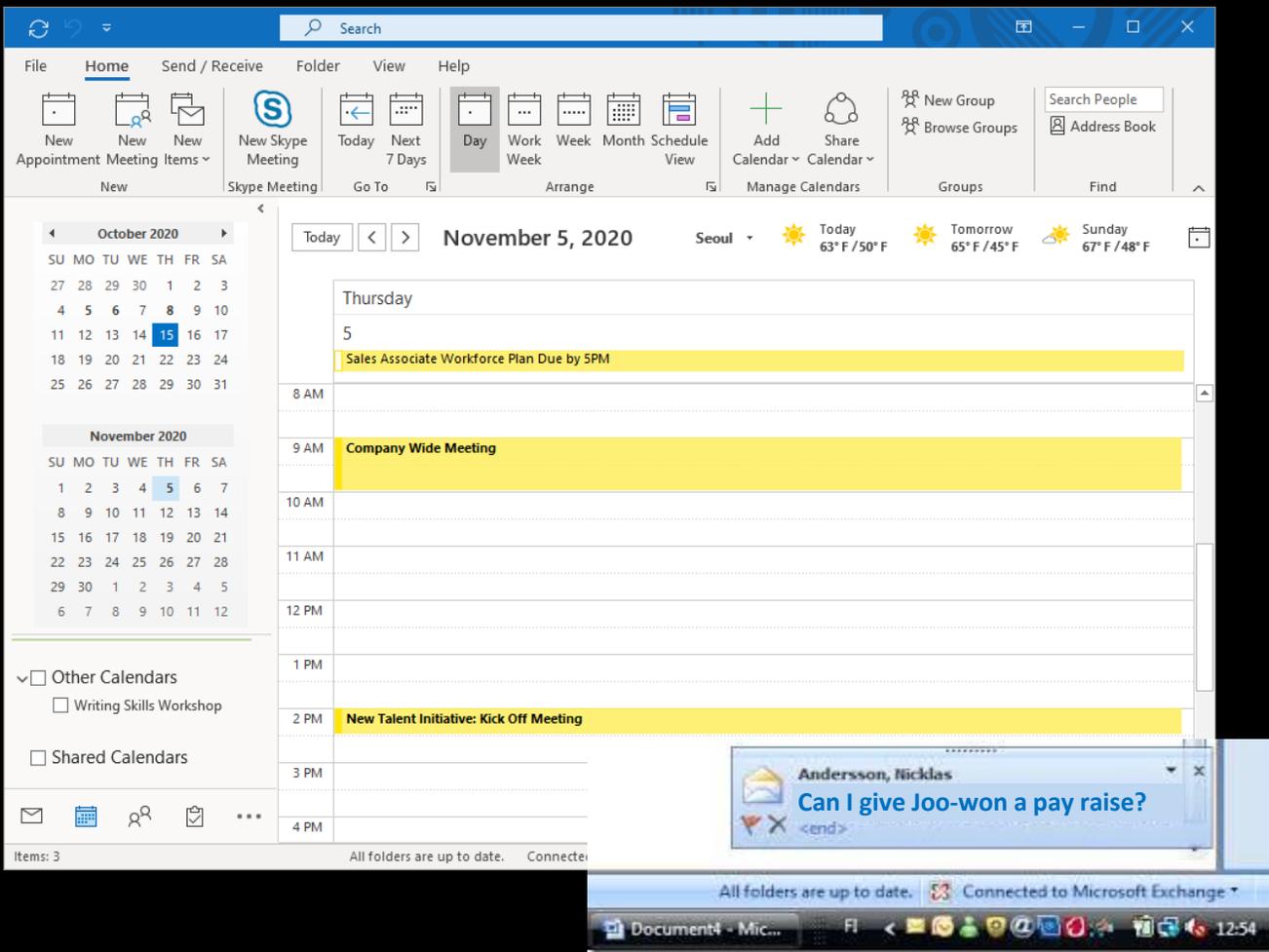
Work Life Integration

Mobile Apps

User Experience + Employee Experience

WHAT YOU CAN DO TO PREPARE

- Focus on digital understanding + “uniquely human” skills
- Build data, analytics & technology capabilities in yourself and your organization
- Integrate analytics & technology into your people strategy & design with data/insights in mind
- Be a steward for powerful, positive technology use in your organization



Story of Jermaine

AN AWESOME HR
PRACTITIONER LEVERAGING
THE POWER OF TECHNOLOGY
& DATA BACKED PEOPLE
APPLICATIONS

Day in the life of Jermaine

Real time employee engagement score change directly following the all employee event: biometrics, sentiment analysis and real time feedback tools.

Evaluating the new HR process with both predictive Return on Investment (ROI) AND Return on Emotions (ROE) analyses.

A predictive model for employee mobility: looks at customer & employee traffic patterns, identifies new locations where salespeople should be positioned.

A salary & bonus recommender takes into account all info about a person's skills, abilities, experiences, performance. Plus, the scarcity of those attributes within & outside the organization. Plus, the future talent trends of the market.

QUESTION:



What does your
future with big
data look like?



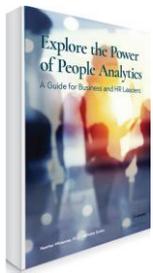
Thank You!

Heather Whiteman, PhD

*People Analytics Lecturer,
University of California*

Fellow, Future Workplace

 Connect on LinkedIn: <https://www.linkedin.com/in/heatherwhiteman/>
 Follow me on YouTube: youtube.com/c/heatherwhiteman



Free eBook: “Explore the Power of
People Analytics”
[https://futureworkplace.com/ebooks/
people-analytics/](https://futureworkplace.com/ebooks/people-analytics/)



Upcoming People Analytics Courses:
[https://futureworkplace.com/academy/
courses/people-analytics/](https://futureworkplace.com/academy/courses/people-analytics/)
(discount code: HEATHER)