16th Annual People Analytics Conference

Accelerating Value Through Human Capital for the “Next Normal”

Virtual Event
October 19 – 20, 2021

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People Analytics Conference
Accelerating Value Through Human Capital for the “Next Normal”

DAY ONE
Tuesday, October 19, 2021

9:45 am – 10:00 am (ET)  Welcome & Opening Remarks

10:00 am – 10:30 am (ET)  General Session A
Opening Panel: Essential Lessons from the Application of People Analytics During Turbulent Times
In the midst of profound uncertainty resulting from the pandemic, many business leaders turned to their People Analytics teams for insights to help make momentous decisions.
This opening session will reflect on how People Analytics helped address the challenges of the past year and envision how it stands poised to deliver even more value as the economy opens with the promise of sustained growth in the forecast.

Stephanie Brannagan, Vice President, Future of Work Workforce Analytics, Prudential
Mei Kim, Global Workforce Planning and Analytics Leader, Eaton

10:30 am – 10:35 am (ET)  Break

10:35 am – 11:05 am (ET)  General Session B
Using People Analytics to Better Inform Critical Decisions about Emerging Business Models
As organizations in North America emerge from the pandemic, many are rethinking how they do business and considering what new opportunities lie ahead. This panel will address these questions and examine what value PA can add to some of the major strategic discussions taking place at the highest levels of the organization.

11:05 am – 11:10 am (ET)  Break

11:10 am – 11:40 am (ET)  Concurrent Session C1
Case Study: Combining the Power of People Analytics, Strategic Workforce Planning and Agile to Build the Workforce of Tomorrow
In this session, students from the NYU School of Professional Studies will share findings from a case study they developed for a large insurer that used both PA and SWP to map out a plan for future growth and talent needs. These next-generation leaders will then offer their unique perspectives into the future of work and the changing role of PA.

Beverly Tarulli, Clinical Assistant Professor and Lead Faculty, Human Capital Analytics & Technology, New York University

11:10 am – 11:40 am (ET)  Concurrent Session C2
Case Study: Ensuring Your Organization Delivers on Its Public Commitment to Diversity, Equity & Inclusion
The past year has seen a dramatic increase in the focus on DEI with most organizations making public commitments to improve their performance in this critical area. This means that they must demonstrate real progress in order to back up those statements with action.
This session will share how one company used PA to assess progress and demonstrate how the organization was indeed willing to walk the talk.

Genetha Gray, Lead People Research Scientist, Salesforce

11:40 am – 11:45 am (ET)  Break

11:45 am – 12:15 pm (ET)  Concurrent Session D1
Essential People Analytics – Changing Public Disclosure Requirements
Recent anticipated changes in public reporting requirements will have a significant impact on People Analytics. Featuring an interview with a leading pension administrator, this session will explore the kinds of measures involved and will underscore the reasons why analytics teams at public organizations will have to get ready to start reporting on a range of new items.

Mary Hartman Morris, Investment Officer, Sustainable Investment and Stewardship Strategies (SISS), California State Teachers’ Retirement System (CALSTRS)
Dr. Solange Charas, Distinguished Principal Research Fellow. The Conference Board & Founder and CEO, HCMoneyball

11:45 am – 12:15 pm (ET)  Concurrent Session D2
Case Study: How Organizational Network Analysis (ONA) Can Help You Harness the Power of Connection
ONA enables employers to map the connections among employees and can provide essential insights into talent, culture, DEI, innovation and a range of other essential business and HR issues. While not a new discipline, interest in ONA has exploded in recent years. This session will look at how organizations are deriving concrete business value from this approach.

Jennifer J. Deal, Ph.D., Senior Research Scientist, Center for Effective Organizations, Marshall School of Business, University of Southern California

For sponsorship opportunities, please contact david.turchetti@conference-board.org
11:15 am – 11:30 pm (ET)  
**Break**

12:30 pm – 1:00 pm (ET)  
**General Session E**

**People Analytics in Action: Innovation Showcase I**
For this first of two Innovation Showcases, The Conference Board has invited select PA solution providers to demonstrate the power of their technology to deliver value to the PA functions and the business.

1:00 pm – 1:05 pm (ET)  
**Break**

1:05 pm – 1:35 pm (ET)  
**General Session F**

**Case Study: Putting the Power of Analytics into the Hands of Business Leaders**
The primary function of people analytics is to aid leadership decision-making, and that end is not well served simply by reporting out data, analysis, and insights. And while PA professionals need to become expert communicators to ensure that their work breaks through the noise they also need to go a step further in order to help managers and leaders become more data-literate, providing them with the tools to directly explore data and apply analytics to their particular situation.

*Cole Napper, Director, People Science and Analytics, KeepTruckin*

1:35 pm – 1:40 pm (ET)  
**Break**

1:40 pm – 2:10 pm (ET)  
**General Session G**

**Case Study: Demonstrating the Business Value of People Analytics**
Key to the success of any people analytics function is demonstrating enduring value to the bottom line. This session will feature an example of how focusing on business value can help the analytics function grow and achieve an even greater impact on the business.

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**DAY TWO**  
**Wednesday, October 21, 2021**

10:30 am – 10:45 am (ET)  
**Welcome & Opening Remarks**

10:45 am – 11:15 am (ET)  
**General Session H**

**How the Insights of People Analytics Can Help Your Organization Emerge from the Pandemic Better Prepared for What’s Next**
This panel will explore how people analytics can inform and support thinking about and planning for the future, including the application of methodologies such as scenario planning and strategic foresight.

**Note:**
- Effective Employee Listening using Natural Language Processing for Employee Feedback
- Making Ethical Analytics and Algorithmic Responsibility the Foundation of People Analytics

11:20 am – 11:50 am (ET)  
**General Session I**

**Case Study: How One Corporation Makes the Best Possible Decisions about Work, the Workforce, the Worker and the Workplace**
With employers focused on what comes next for their businesses after the pandemic, they must seize the opportunity to rethink some of the previous assumptions surrounding work, the workforce, the worker and the workplace.

This session will feature one employer who has started to confront these questions head-on and will explore the central role analytics can play in ensuring that significant decisions about the future of work are informed by data.

11:50 am – 11:55 am (ET)  
**Break**

11:55 am – 12:25 pm (ET)  
**Concurrent Session J**

**Using Natural Language Processing for Effective Employee Listening**
While most organizations will be familiar with NLP in the context of consumer sentiment analysis, it is getting applied more and more in the analysis of employee data as well. With many offering NLP of open-ended text in their employee survey tools and most Fortune 100 companies conducting both annual and pulse surveys, there is an increasingly strong push to include and analyze employee feedback using NLP.

Greater deployment of this technology is likely as many organizations seek to improve their understanding of employee sentiment in the wake of COVID-19. This session will look at developments in this field and the application by a leading employer.

12:25 pm – 12:40 pm (ET)  
**Break**

12:40 pm – 1:10 pm (ET)  
**Concurrent Session K**

**Case Study: Making Ethical Analytics and Algorithmic Responsibility the Foundation of People Analytics**
People Analytics cannot succeed without trust. Employees need to know that data is secure and that when their personal information is collected, it is gathered for a purpose and stored either confidentially or anonymously. It is therefore critical that employers are clear about data use and collection and that any policy is based on a sound ethical foundation.

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Concurrent Session K2

Case Study: Gaining Forward-Focused Perspective on Your Workforce through a Skills-Based Approach to Human Capital

Faced with increasing competition for talent and rapidly changing technology that renders many skills obsolete, employers are looking to greatly expand retraining so that existing employees have the skills to succeed now and in the future.

People Analytics has a big role to play in this shift. This session will look at how to maximize the impact of this function within the business.

Doug Shagam, Director, Strategic Workforce Planning & Organizational Enablement, Johnson & Johnson

1:10 pm – 1:15 pm (ET) Break

1:15 pm – 1:45 pm (ET) General Session L

Innovation Showcase II

For this second of two Innovation Showcases, The Conference Board has invited select PA solution providers to demonstrate the power of their technology to deliver value to the PA functions and the business.

1:45 pm – 1:50 pm (ET) Break

1:50 pm – 2:20 pm (ET) General Session M

Ensuring Your Employee Well-Being Initiatives Deliver Value to the Business through Analytics

One area that has seen dramatic interest from employers since the beginning of the pandemic is the well-being of their workers. Driven in part by the move to remote work, employers increasingly recognized the impact on employees’ mental health and issues such as burnout, social isolation and burnout became a major concern at the highest levels of the organization.

Having invested in initiatives to address these issues, organizations need to ensure that they are delivering value to the business by improving productivity and the employee experience and reducing demands on their benefits plan. It is therefore critical that your organization include analytics in order to gain valuable insights.

2:20 pm – 2:25 pm (ET) Break

2:25 pm – 2:55 pm (ET) General Session N

Closing Panel: Charting the Future of People Analytics

This closing panel will begin with a brief discussion of the recent evolution of people analytics and then explore how the gathered experts see the function growing and changing in the year ahead.