

SHRM People Analytics Specialty Credential

Talent is the largest, most significant, ongoing investment made by successful organizations. However, most people decisions are made based on intuition and instinct. With the amount of information available in today's workplaces, HR professionals are now able to leverage people-related data and analytics to drive business decisions and make data-based recommendations. By earning a SHRM People Analytics Specialty Credential, HR professionals can begin their journey into the field of people analytics, investigate relevant, real-world business issues, and effectively communicate data-supported findings.



How to earn the SHRM People Analytics Specialty Credential

When you purchase the [SHRM People Analytics Specialty Credential](#), you're learning package includes all of the following components:

1. **People Analytics: Foundations of Data Literacy** – this eLearning course should be completed prior to the People Analytics Program.
2. **People Analytics: Taking Data-Driven Action Program** – complete the live program, whether virtually or in person.
3. **Two Additional People Analytics eLearning courses** – complete the two People Analytics eLearning courses. We recommend completing them in the order listed below.
 - Understanding Your People Data
 - The Metrics Behind People Analytics
4. **People Analytics Knowledge Assessment** – once the live program and all the eLearning courses are complete, take the on line 30 question People Analytics knowledge assessment.

Upon completion of all the components and passing the assessment, you will earn 22 PDCs total along with your certificate of achievement and digital badge. Be sure to add your SHRM Specialty Credential achievement to your resume, signature block, and social media profiles to validate your credibility and demonstrate your dedication to the industry.

Instructor Led Program (in-person or live online)

- **Title: People Analytics: Taking Data-Driven Action**

In today's organizations, talent is the most significant investment, yet most people-related decisions are made in the absence of hard data. In this interactive course, you will learn how to use a people-analytics plan to propel the analytics program in your organization. You will explore the analytics maturity model and discover the importance of leveraging strategic partnerships to build your organization's analytics potential. Also, you will become equipped to take a greater leadership role as you begin using analytics to influence your organization's goals and provide decision-makers with greater insight into workforce related issues.

Program Objectives:

- Identify organizational problems that can be addressed through people analytics
- Explore quantitative and qualitative tools and methods
- Analyze a sample data set using the people analytics project framework
- Use storytelling to elevate organizational insights

eLearning Components

- **Title: People Analytics: Foundations of Data Literacy**

Wondering how to get started in people analytics? This module provides foundational knowledge for anyone new to the world of people analytics. Get ready to broaden your knowledge in the common topics and terms of people analytics and discover how they are commonly used by analytics professionals. This module also provides suggestions on how to up-skill others within your organization.

Learning Objectives:

- Define the common language used by data scientists and analysts
- Establish foundational knowledge related to data literacy
- Identify methods for broadening data literacy in your organization

- **Title: People Analytics: Understanding Your People Data**

The Analyzing People Data module will explain quantitative and qualitative data from a people analytics perspective. Learn why and when you should use the different types of data and how you might combine data for a more well-rounded exploration of a topic. Explore an interactive example of people analysis using both kinds of data.

Learning Objectives:

- Distinguish between quantitative and qualitative data and methods of analysis
- Identify the types of data that should be used with common people issues
- Integrate qualitative and quantitative data related to the same people issue

- **Title: People Analytics: The Metrics Behind People Analytics**

Metrics are essential to the role of the HR Professional in order to both tactically and strategically solve organizational problems. They help pinpoint where human capital issues exist and allow HR staff to monitor trends. Information from appropriate HR metrics can be used to assess, plan and improve HR, as well as to contribute to achieving business strategies and objectives.

Learning Objectives:

- Identify common human resource metrics associated with talent acquisition, employee engagement and retention, employee value and performance time tracking, training and development, and HR efficiency
- Apply common human resource metrics associated with people analytics
- Interpret people data through the calculation and combination of metrics