

# HR Analytics: Data-driven People Decision Making

23 – 24 June 2025  
The Majestic Hotel Kuala Lumpur,  
Autograph Collection



**Dr. Fermin Diez** SPHR, GRP, IHRP-MP, FSID  
*Top HR Influencer & Professional Speaker*



**HRD Corp Claimable Course (SBL-KHAS) Scheme**  
**Employer-Specific Course**

## COURSE Lead Trainer



**Dr. Fermin Diez** SPHR, GRP, IHRP-MP, FSIID  
*Top HR Influencer & Professional Speaker*

Dr. Fermin Diez brings unparalleled expertise in human resources, consulting, and academia, spanning over 40 countries. With a PhD from Singapore Management University, an MBA from The Wharton School (University of Pennsylvania), and a Psychology degree from the University of Michigan, he combines deep academic knowledge with practical industry insights.

Dr. Fermin has advised multinational corporations, public sector organizations, and C-suite executives on Total Rewards, Executive Compensation, Sales Compensation, HR Strategy, and HR Analytics. His impressive client portfolio includes AIA, Citibank, ANZ, Banco Santander, and the Asian Development Bank. He has also held key leadership roles, serving as Regional Head of HR for large MNCs across Asia Pacific and Latin America and as Deputy CEO and Group Head of HR for Singapore's National Council for Social Service.

A passionate educator, Dr. Fermin is an Adjunct Professor at the National University of Singapore, Singapore Management University, and Nanyang Technological University. He has authored three influential books, including Human Capital and Global Business Strategy and The Remuneration Handbook: International Edition. With over 20 years of teaching WorldatWork courses worldwide, he has shaped the learning journeys of HR professionals globally.

Dr. Fermin has served on numerous advisory boards, including Jurong Health Systems, Children's Cancer Foundation, and the WorldatWork Global Advisory Council. As a Fellow of the Singapore Institute of Directors, he plays a key role in shaping corporate governance and HR practices. His contributions to HR have earned him recognition as a Top HR Influencer in Asia, and he continues to be a sought-after speaker at global forums on topics like Compensation, Strategic HR, Talent Management, Mergers & Acquisitions, and HR Analytics.

## COURSE

## Overview

The role of HR has transformed - no longer just a support function, it is now a strategic driver of business success. To thrive in today's data-centric world, HR professionals must go beyond intuition and leverage analytics to make informed decisions that impact business performance.

In this HR Analytics: Data-Driven People Decision Making course, we equip participants with practical, hands-on techniques to connect HR policies and strategies directly to business outcomes. Using Excel as the primary tool, participants will learn to analyze and visualize HR data effectively while also exploring complementary tools for enhanced analytics.

The course introduces a framework for data-analytical thinking, enabling participants to approach HR challenges with a structured, data-driven mindset. We cover best practices in data collection, cleaning, and warehousing, ensuring that participants work with high-quality data to generate actionable insights.

Through interactive exercises and real-world applications, participants will build descriptive and predictive models to address key HR areas such as workforce planning, recruitment, compensation, training, career progression, and turnover. These hands-on sessions will empower them to extract meaningful insights from HR data and apply them to drive strategic decision-making.

By the end of the course, participants will have developed strong HR analytics skills, gaining the confidence to integrate data into their daily decision-making. With Excel as their analytical powerhouse, they will be equipped to make smarter HR decisions, optimize talent strategies, and enhance business performance.

This course is a game-changer for HR professionals looking to become more data-savvy, strategic, and impactful in their roles.

## COURSE

## Objectives

By the end of this course, delegates will be able to:

1. Develop the skills to connect HR policies and programs to business outcomes using a structured, analytical approach.
2. Learn how to collect, clean, and analyze HR data to build models that support workforce planning, recruitment, compensation, and more.
3. Gain hands-on experience in using Excel as a powerful tool for HR data analysis, while also exploring other popular tools like Workday, Tableau, and Power BI.
4. Use real-world HR data to make informed decisions on talent management, employee retention, and business performance.

## BENEFITS

## to the Company

1. Equip your HR team with the skills to make strategic, evidence-based decisions that drive business success.
2. Leverage HR analytics to enhance talent acquisition, retention, and workforce efficiency, reducing costly turnover.
3. Ensure HR programs and policies are aligned with business goals, delivering measurable impact on performance and profitability.
4. Stay ahead of the competition by integrating data-driven insights into HR strategies, fostering a more agile and future-ready workforce.

# COURSE

## Agenda – Day 1

### Event Schedule

**08:30 – 09:00**  
Registration, Refreshments

**09:00 – 10:30**  
Learning & Development

**10:30 – 11:00**  
Refreshments, Networking

**11:00 – 13:00**  
Learning & Development

**13:00 – 14:00**  
Lunch Break, Networking

**14:00 – 15:30**  
Learning & Development

**15:30 – 16:00**  
Refreshments, Networking

**16:00 – 17:00**  
Learning & Development

### ATTENTION

Please bring your own laptop, as you will need to experience the practical session firsthand.

A basic or intermediate level of proficiency in using Microsoft Excel is essential for a smooth and optimal learning experience.

The first part of the course focuses on establishing a strong framework for data-driven decision-making in HR. Participants will develop essential skills in data-analytic thinking, tool selection, data management, and modeling. More importantly, the emphasis will be on translating data insights into compelling business cases that drive action.

### Module 1: A Framework for Data-Analytic Thinking

- Understand the fundamentals of data-analytic thinking and why it is critical for effective HR decision-making.
- Learn how to formulate data-driven hypotheses and apply visualization and storytelling techniques to communicate insights persuasively.
- Gain a structured approach to data analysis, covering key stages such as data collection, cleaning, and modeling to build a solid foundation in HR analytics.

### Module 2: Tools for Data-Driven HR Decision Making

- Explore a range of popular and practical HR analytics tools, assessing their strengths, limitations, and best applications.
- Gain hands-on experience using Excel, the most widely used and accessible tool for HR data analysis.
- Learn how to select the right tool for specific HR analytics needs, ensuring efficiency and effectiveness in decision-making.

### Module 3: Data Collection, Clean-Up & Warehousing

- Develop a clear understanding of structured internal data, external big data, and their applications in HR.
- Learn best practices for ensuring data accuracy, consistency, and reliability, making HR data a trustworthy foundation for decision-making.
- Discover strategies for efficient data storage and consolidation, enabling seamless access and integration for future analysis.

By the end of Day 1, participants will have a strong analytical foundation and be equipped with the mindset, tools, and techniques needed to extract valuable insights from HR data.

*All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.*

# COURSE

## Agenda – Day 2

### Event Schedule

**08:30 – 09:00**  
Registration, Refreshments

**09:00 – 10:30**  
Learning & Development

**10:30 – 11:00**  
Refreshments, Networking

**11:00 – 13:00**  
Learning & Development

**13:00 – 14:00**  
Lunch Break, Networking

**14:00 – 15:30**  
Learning & Development

**15:30 – 16:00**  
Refreshments, Networking

**16:00 – 17:00**  
Learning & Development

### ATTENTION

Please bring your own laptop, as you will need to experience the practical session firsthand.

A basic or intermediate level of proficiency in using Microsoft Excel is essential for a smooth and optimal learning experience.

On the second day, participants will move from theory to practice, applying HR analytics techniques to solve key business challenges. The focus will be on data modeling, hypothesis testing, and real-world applications in HR decision-making. By the end of the day, participants will have the confidence and skills to use data-driven insights to improve HR strategies and business performance.

### Module 4: Data-Driven People Decision-Making & Modeling

- Explore how graphs and visualizations can be used to tell compelling stories and communicate insights effectively.
- Learn how to develop and test hypotheses using HR data, ensuring that decisions are backed by evidence.
- Gain hands-on experience using Excel for modeling and data visualization, making complex data more accessible and actionable.
- Understand the principles of data-analytic thinking and how to apply them in HR analytics.

### Module 5: Key Applications of HR Analytics

Participants will apply data-driven decision-making techniques to real HR challenges, including:

- **Turnover Analysis** – Learn a simple yet powerful method to predict and address employee turnover.
- **Training & Development ROI** – Measure the impact of training programs on business performance.
- **Employee Engagement & Business Outcomes** – Understand the direct link between engagement and profitability.
- **Recruitment Success Factors** – Identify what it takes to hire employees who are high-quality, long-lasting, and a great cultural fit.
- **Pay Plans & Compensation Strategy** – Analyze how salary structures and benefits impact business outcomes.
- **Career Planning & Talent Development** – Use analytics to support structured career growth and succession planning.
- **HR Policies vs. Profitability** – Examine the direct relationship between HR policies and company financial performance.

By the end of Day 2, participants will have hands-on experience in building predictive models, analyzing HR data, and making data-driven decisions that drive business success.

*All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.*

## WHO Should Attend

This course has been well-prepared for professionals who are interested in enhancing their HR analytics skills and knowledge and any HR Professional who wishes to go beyond the descriptive statistics and reports and begin to link HR Policies to Business Outcomes.

Particularly welcome are those HR Professionals that understand that they need to “get better at HR Analytics” but find the current course offerings too heavy on techniques and tools like advanced statistics and programming language and wish to have a more practical approach to day-to-day application to common HR issues.

Here are some industries that could benefit from joining this course:

- E-commerce
- Retail
- Manufacturing
- Logistics and Transportation
- Pharmaceuticals
- Healthcare
- Food and Beverage
- Electronics
- Automotive
- Warehousing and Distribution
- Technology
- Consumer Goods
- Aerospace
- Energy
- Chemicals
- Textiles and Apparel
- Agriculture
- Construction
- Telecommunications
- Financial Services



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For more information / enquiries, please contact:

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*All information is correct at the time of publication. Published February 2025.*



**Early Bird Registration** RM4,299 / pax  
10 Feb – 18 Apr 2025

**Regular Registration** RM4,899 / pax  
19 Apr – 13 Jun 2025

**Group Registration** RM4,499 / pax  
19 Apr – 13 Jun 2025

- \* Above fees are per delegate & inclusive of 8% SST.
- \* Group registration is only for 3 delegates and above.
- \* Maximum HRD Corp claimable amount is RM1,750/pax/day for Employer-Specific Course.

HRD Corp Claimable Course (SBL-KHAS) Scheme  
**Employer-Specific Course, No. : 10001387553**

# 2025 Workshop Series Registration Form

## 2-DAY COURSE

HR Analytics: Data-driven People Decision Making

23 – 24 June 2025

The Majestic Hotel Kuala Lumpur, Autograph Collection

☐

Please tick (✓) the box if you are applying for HRD Corp grant.

### ORGANISATION INFORMATION

Name

Address

Postcode

Email

Phone

### DELEGATE INFORMATION

Please tick (✓) below box if you have more than 3 delegates.

☐ Yes, please refer to the additional copy of this registration form.

Name

Designation

Department

Email

Mobile No.

Dietary Concerns: Vegetarian

Allergies

Name

Designation

Department

Email

Mobile No.

Dietary Concerns: Vegetarian

Allergies

Name

Designation

Department

Email

Mobile No.

Dietary Concerns: Vegetarian

Allergies

### FASTEST WAY TO REGISTER

- 1 Complete the Workshop Series Registration Form
- 2 Kindly email it to us at registration@skill-lyft.com

### PAYMENT METHOD

#### Online Banking / Bank Transfer

Hong Leong Islamic Bank Berhad

Bank Address : No. 5, Jalan P16, Presint 16, 62150 Putrajaya,

Wilayah Persekutuan Putrajaya, MALAYSIA

Account Name : Skill Lyft (M) Sdn. Bhd.

Account No. : 363-01-08956-6

Swift Code / BIC : HLIBMYKL

### TERMS & CONDITIONS

#### 1. Replacement Policy

Delegates may request a replacement at no additional cost, provided Skill-Lyft is notified at least three (3) working days before the event.

#### 2. Cancellation Policy

All cancellations must be submitted in writing via email to Skill-Lyft. The following charges apply based on the time of cancellation:

- More than 15 working days before the event: Full refund with no charges.
- 8 to 14 working days before the event: 50% of the registration fee will be charged.
- Within 7 working days before the event: 100% of the registration fee will be charged.

#### 3. No-Show Policy

Delegates who do not attend the event will be charged the full registration fee.

#### 4. Skill-Lyft's Rights

Skill-Lyft reserves the right to cancel or reschedule events. Delegates will be informed promptly of any changes. Please note that Skill-Lyft will not be responsible for airfare, hotel accommodations, or other travel-related expenses incurred by delegates.

#### 5. HRD Corp Grant

If the approved HRD Corp grant amount is less than the course fee, the company will be invoiced for the difference.

#### 6. Invoice & Payment Policy

All invoices must be settled within 14 days of the invoice date or at least one (1) working day before the event, whichever comes first. Delegates will not be allowed entry to the course if payment has not been received.

#### 7. Data Privacy

Skill-Lyft (M) Sdn Bhd acts as the data controller for this information. Your details will be stored in our database and used to fulfill our legitimate interests in event administration.

### AUTHORISATION & INVOICE

Signatory must be authorised to sign on behalf of the organisation.

Name

Designation

Email

Phone

Signature

By signing, I hereby acknowledge that I have thoroughly read and fully understand the Terms & Conditions stated in this registration form.

Invoice should be directed to:

Name

Designation

Email

Phone

\* Skill Lyft (M) Sdn Bhd acts as the data controller for this information.  
Your details will be stored in our database and will be used to fulfill our legitimate interests in event administration.

**Skill-Lyft**  
**FOR OFFICE USE**

Course  
Coordinator

Course  
Code

WS2508

Date  
Received