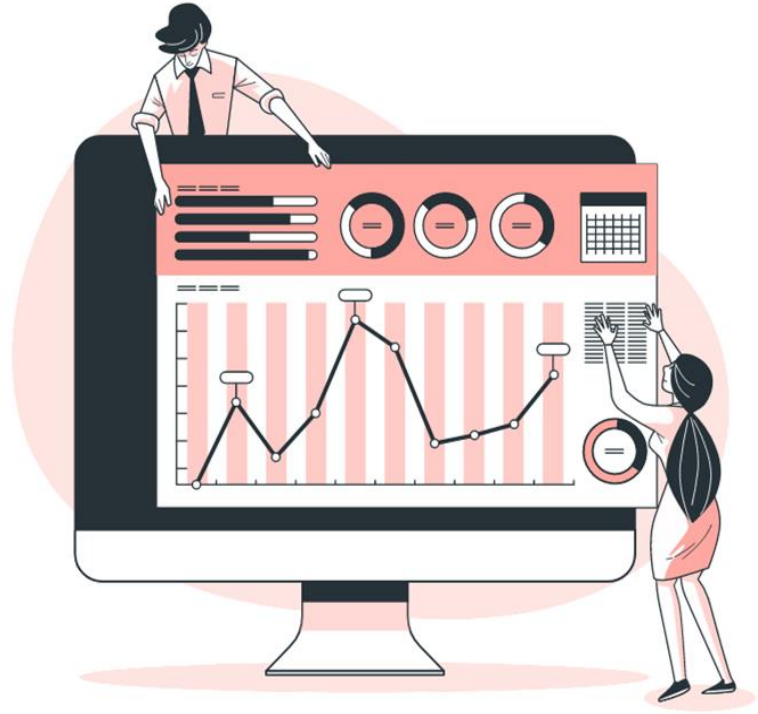# Why You Need a Data Liaison

Kelsey Wise | People Scientist
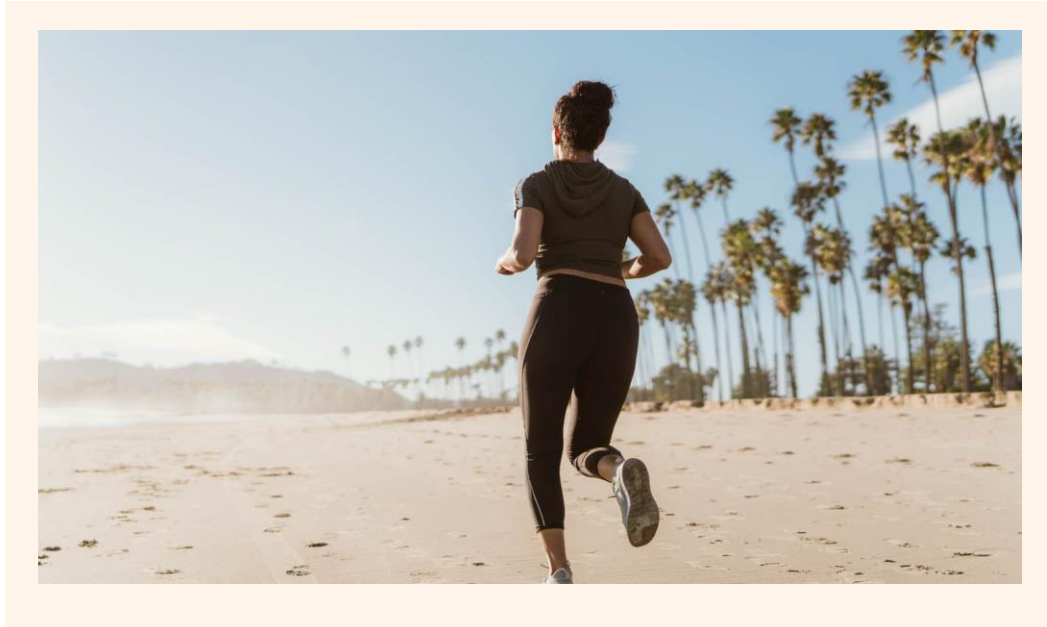
Overview

You will learn:

- About the "last mile problem" and how it can hinder even the most robust People Analytics teams
- What a Data Liaison is and how they help bridge the insights to outcomes gap
- How to build out Data Liaison capabilities within your existing People Analytics team

What is the "Last Mile Problem"?

The Last Mile Problem in People Analytics

Data Collection

Analyzing, Modeling

Results Distribution

Interpretation, Insights

Data Cleaning / Manipulation

Something important *has* to happen here:

- Results embedded into business

The last mile
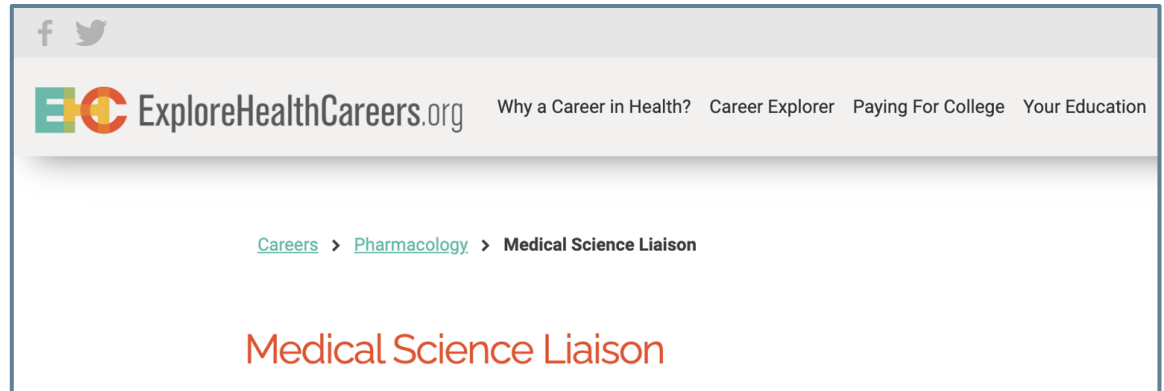
The Finish Line = ROI

What is a Data Liaison?

Li·ai·son

noun

communication or cooperation which facilitates a close working relationship between people or organizations.

Other science-based fields have already jumped on board...
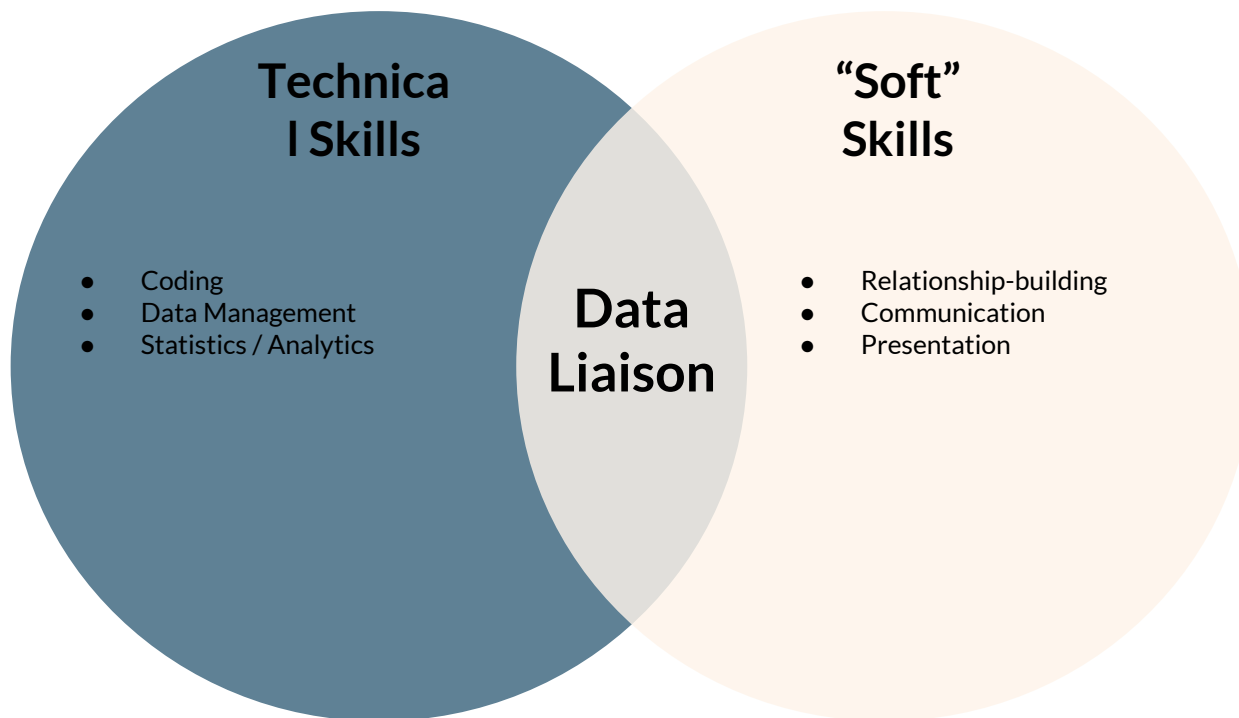
The People Analytics Data Liaison

In the context of People Analytics and the last mile problem, a data liaison aims to bridge the gap between the People Analytics function and the business, **_ensuring not only that the data is embedded into the business, but that the business is embedded into the data._**

The People Analytics Data Liaison

Technical Skills

- Coding
- Data Management
- Statistics / Analytics

Data Liaison

"Soft" Skills

- Relationship-building
- Communication
- Presentation

The People Analytics Data Liaison
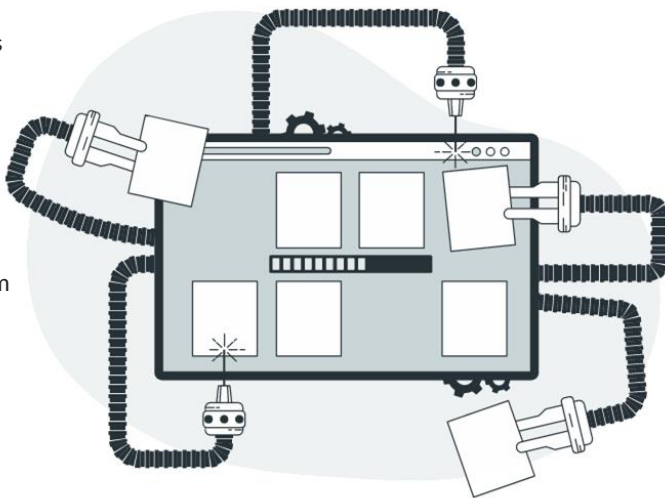
Identify Stakeholders

- Understand desired business outcomes
- Build ties and relationships
- Gain knowledge of the business

Ask the Right Questions

- Knowledge of resources within PA team
- Identify data needs / gaps
- Communicate limitations

Gain Buy-In / Approvals

- Link PA work to stakeholders' needs
- Mitigate risk and predict potential issues

Share Results

- Turn insights into stories
- Provide context to data
- Answer stakeholder questions

Propose Next Steps / Recommendations

- Ensure actionable
- Take questions to PA team
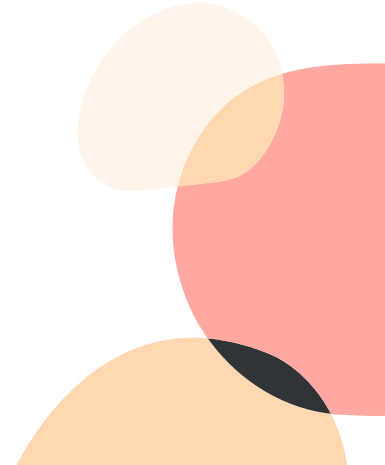- Based in reality - scope, resources/tools

Close the Feedback Loop

- Follow up at regular cadence
- Help build out communication plans

Recommendations

- Don't let soft skills be an afterthought - recruit, hire, train for these skills
- Strive for a health balance of tech and non-tech skills within roles and/or teams

Thank you!