Implementing Recruitment Analytics

Leading with Data-Informed Decisions

Data Nerd Alert

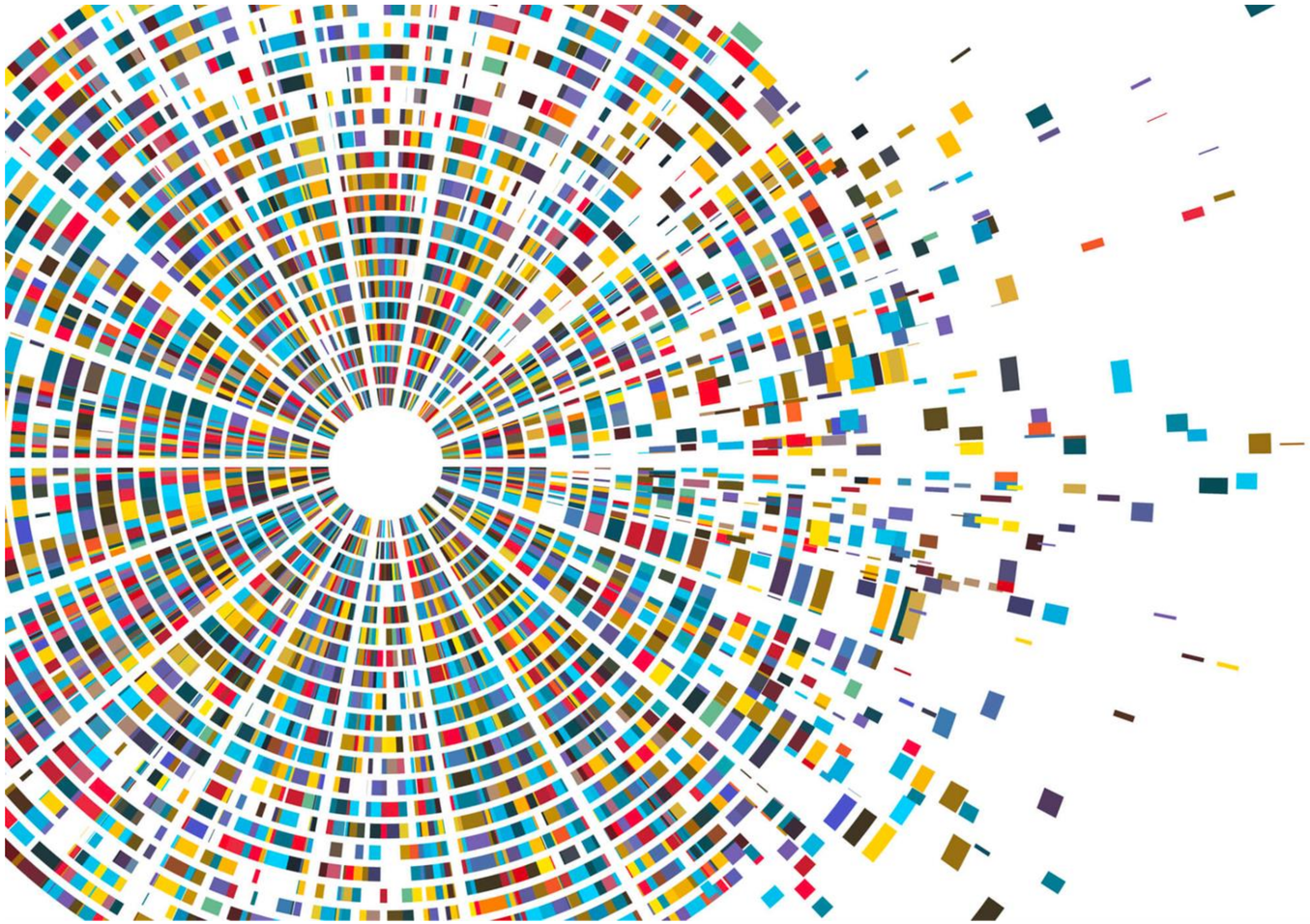
What we will cover

Our Journey

- Definitions of data
- Measure what matters
- Create a command center
- Execute

Types of Data

Leading with Data-Informed Decisions

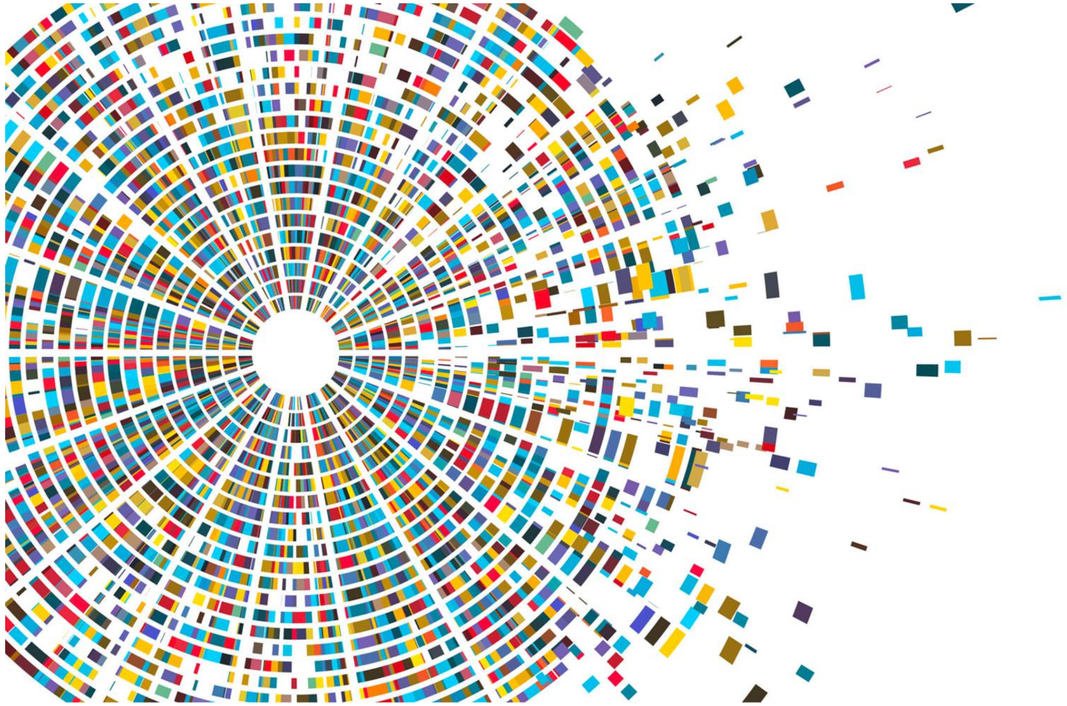


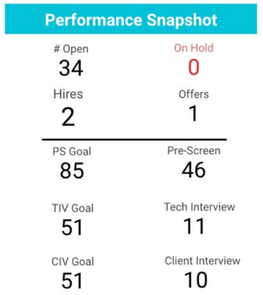
We have access to so much data:

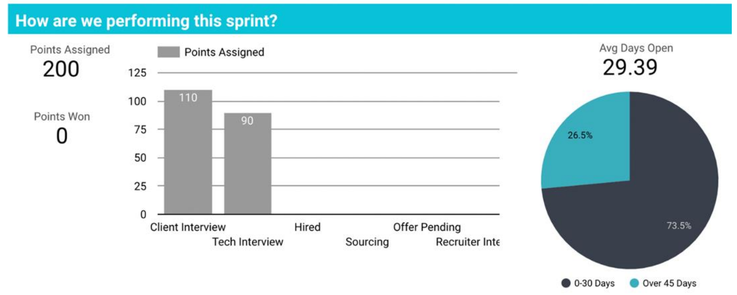
- ❑Candidate
- ❑Recruiting Process
- ❑Survey
- ❑Payroll
- ❑Demographic
- ❑Historical

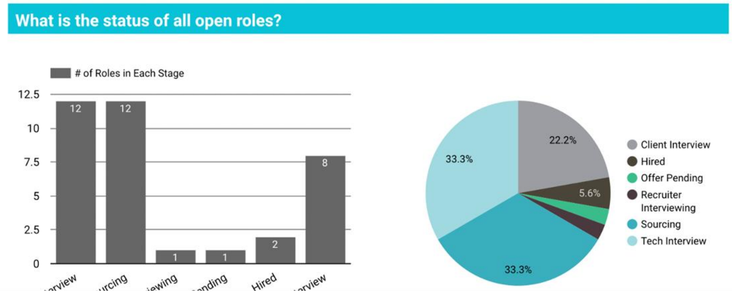
The Goal

Leading with Data-Informed Decisions









Types of Data

Know what you're looking for

- Big data -important because it is fuel to power things like machine learning, which forms a core element of artificial intelligence (AI). This is the basis for predictive analytics.
- Operational Data- produced by operations within your business processes and is a subset of big data.
- Translytic Data- the ability to perform what's known as "transaction window" analysis. This function allows users to increase their effectiveness in intelligent targeting, curated recommendations, and other real time data applicative functions.

Before you build

Determine what you need before you build

- Start with Business Questions
  - How are we performing?
  - How quickly do we fill roles?
  - What's our average number of days in experience?
  - What are our candidates saying about us?
- Once you have your questions, then you need to determine how to display the data

Before you build

Determine what you need before you build

What makes a dashboard impactful?

- **The team uses the metric** – Metrics should not be imposed or measured by management.
- **The metric includes conversation** – Metrics should not just be numbers. They should be the starting point of a discussion about processes and roadblocks affecting the team
- **The metric is used in tandem with other metrics** – Even a great metric might lead to tunnel vision if used in a vacuum.
- **The metric is easy to calculate and understand** – Metrics that are overly complex or not fully understood, even if they provide useful insights about a team's work, are not valuable for guiding day-to-day activities.

Visualizing the Data

Let it tell the story

- **Choose the chart that tells the story.** There may be more than one way to visualize the data accurately. In this case, consider what you're trying to achieve, the message you're communicating, who you're trying to reach, etc.
- **Design for comprehension.** Once you have your visualization created, take a step back and consider what simple elements might be added, tweaked, or removed to make the data easier for the reader to understand. These subtle tweaks make a huge difference.
- **Tell the whole story.** It's ok to have snapshots of where your metrics are today but don't forget to tell the whole story. If you are reporting your current month's time to fill is 45 days, it can make you and the team look like you suck. But if you show that at the beginning of the year, the time to fill was 78 days, it tells a different story. It's one of the reasons I am such a fan of trendlines being added to charts. It's the final touch on a graph to help users understand the progress made or lack thereof.
- **Use a single color to represent the same type of data.** If you are depicting hires month by month on a bar chart, use a single color. But if you are comparing last year's sales to this year's sales in a grouped chart, you should use a different color for each year. Again, our brain is wired to process information so remaining consistent in coloring allows it to easily find the information needed.
- **Order data intuitively and consistently.** There should be a logical hierarchy. Order categories alphabetically, sequentially, or by value. Use natural increments on your axis to help users clearly understand the metric.

Data Tools

Google Data Studio

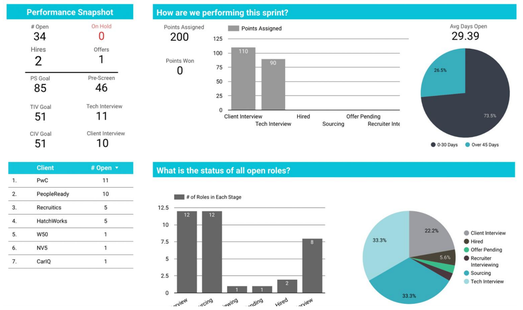
tableau

amazon QuickSight

The Process

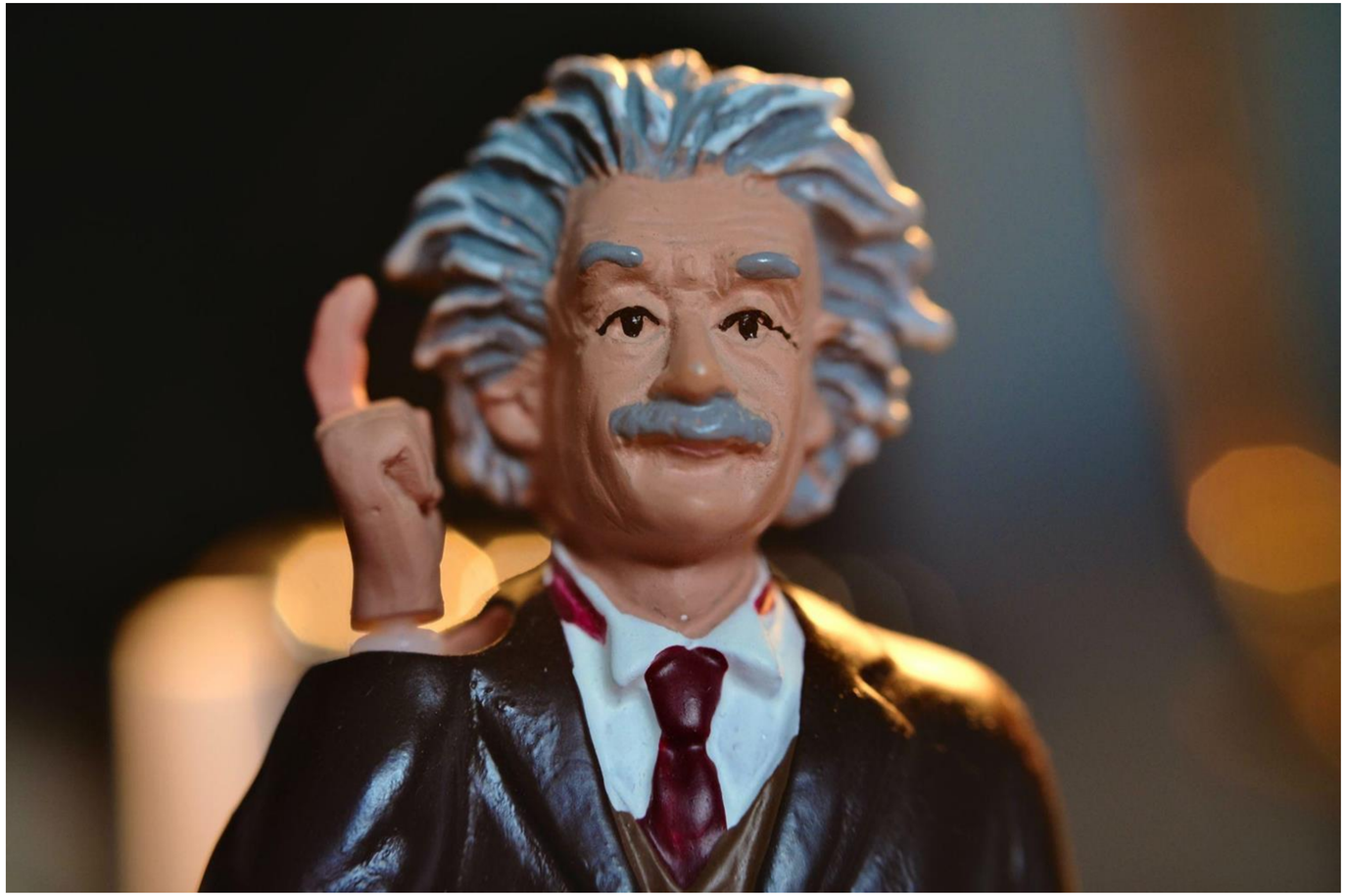
Data from your sources (ATS, HRIS, etc)

Data Analytic/Visualization Tool



Get an Ally

Leading with Data-Informed Decisions

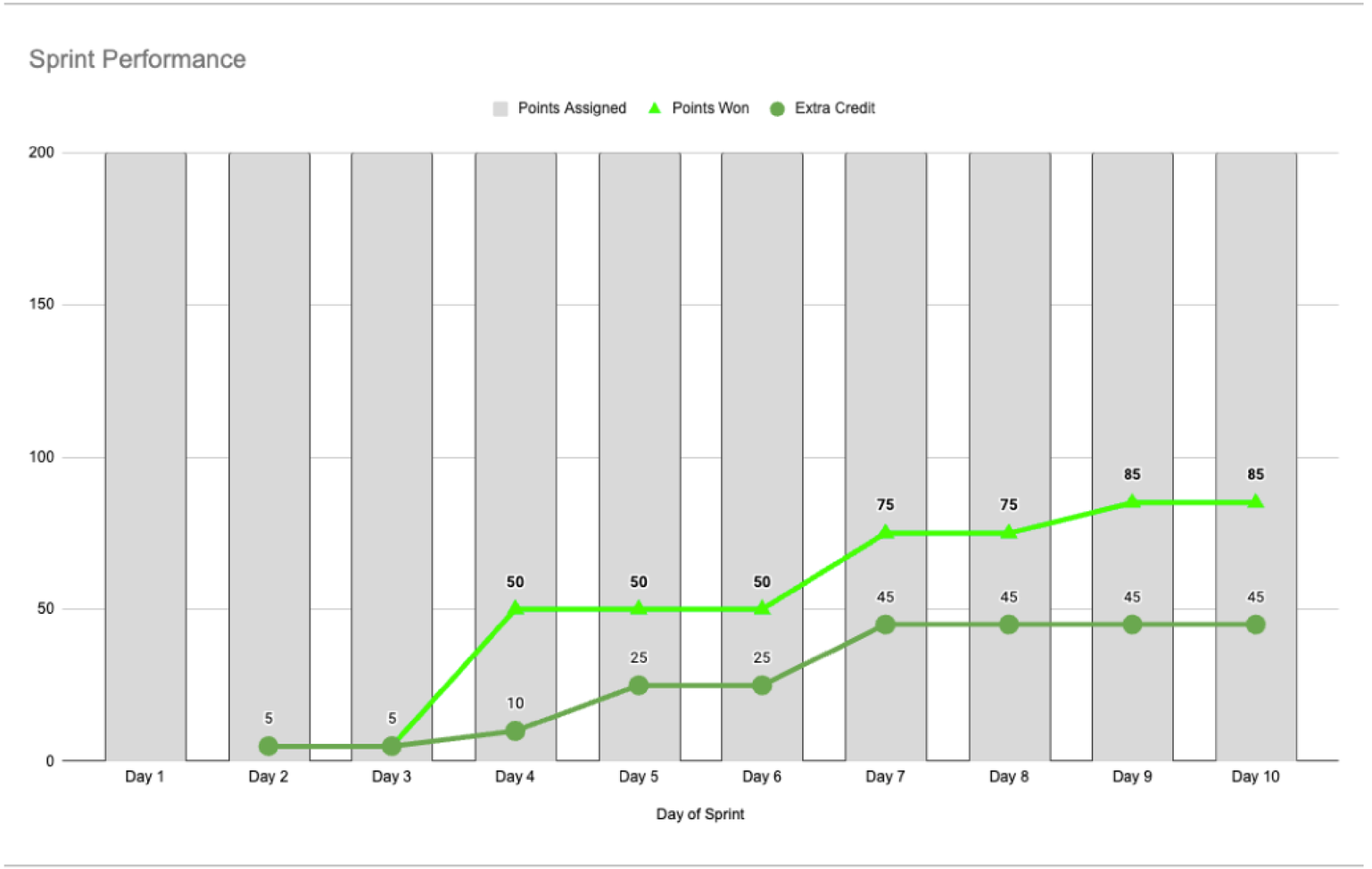


Find a “Data Friend” and work with them to create your dashboard:

- ❑ Analytical
- ❑ Has some business knowledge
- ❑ Understands where to get the data
- ❑ Can help you use the right platform to create your dashboards
- ❑ Has a knack for automation

Types of Visualizations

Some of my favorites

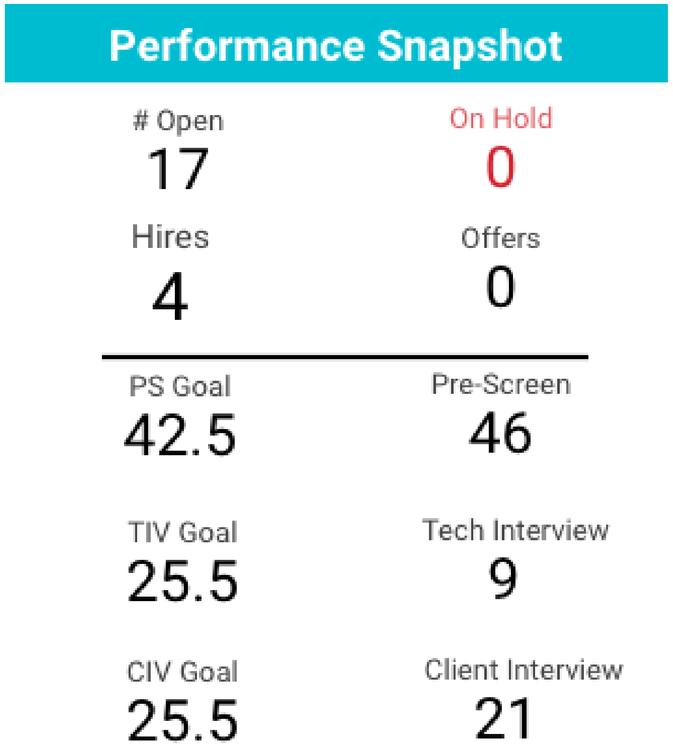


Types of Visualizations

Some of my favorites

Lead activities and Lag Measures

- Lead measures **track the critical activities that drive or lead to the lag measure**. They predict the success of the lag measure and are influenced directly by the team.
- Lags are measures you spend time losing sleep over. They are called lags because by the time you see them, the performance that drove them has already passed.

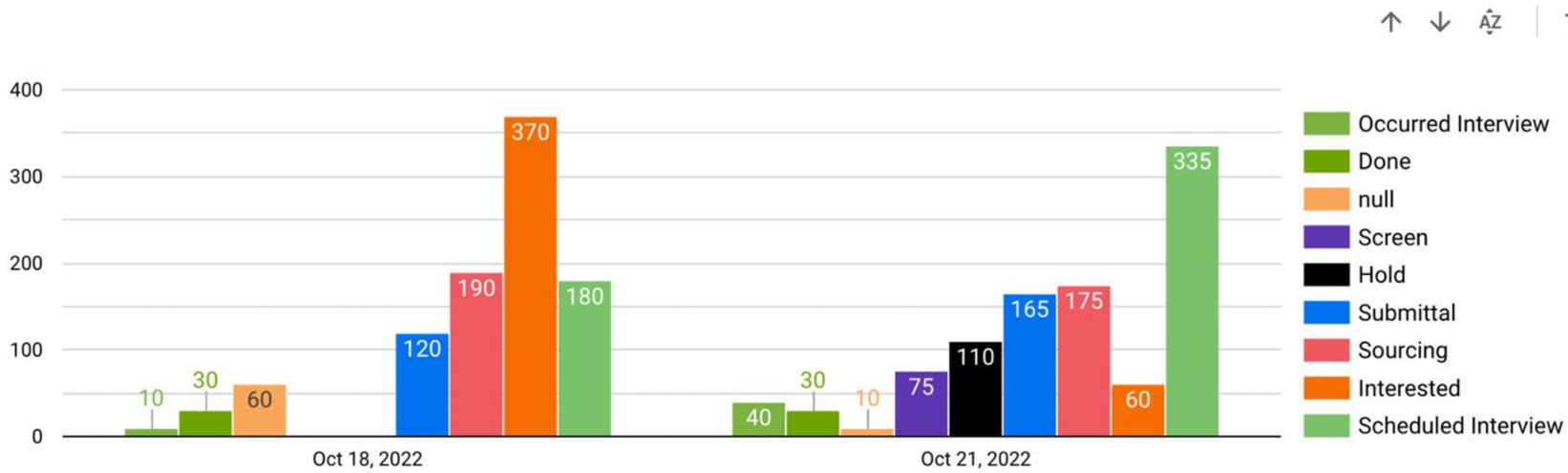


Types of Visualizations

Some of my favorites

Daily Progress

- This is a form of lead metric and gives you the ability to review data change day over day or week over week.
- This type of measurement is key to changing behavior quickly and identifying obstacles before they get too out of hand.



Top 4 Ways Data Helps

In God we trust, everyone else must bring data-William Deming

To Screen Candidates More Effectively -Data can improve your screening process for recruiting.

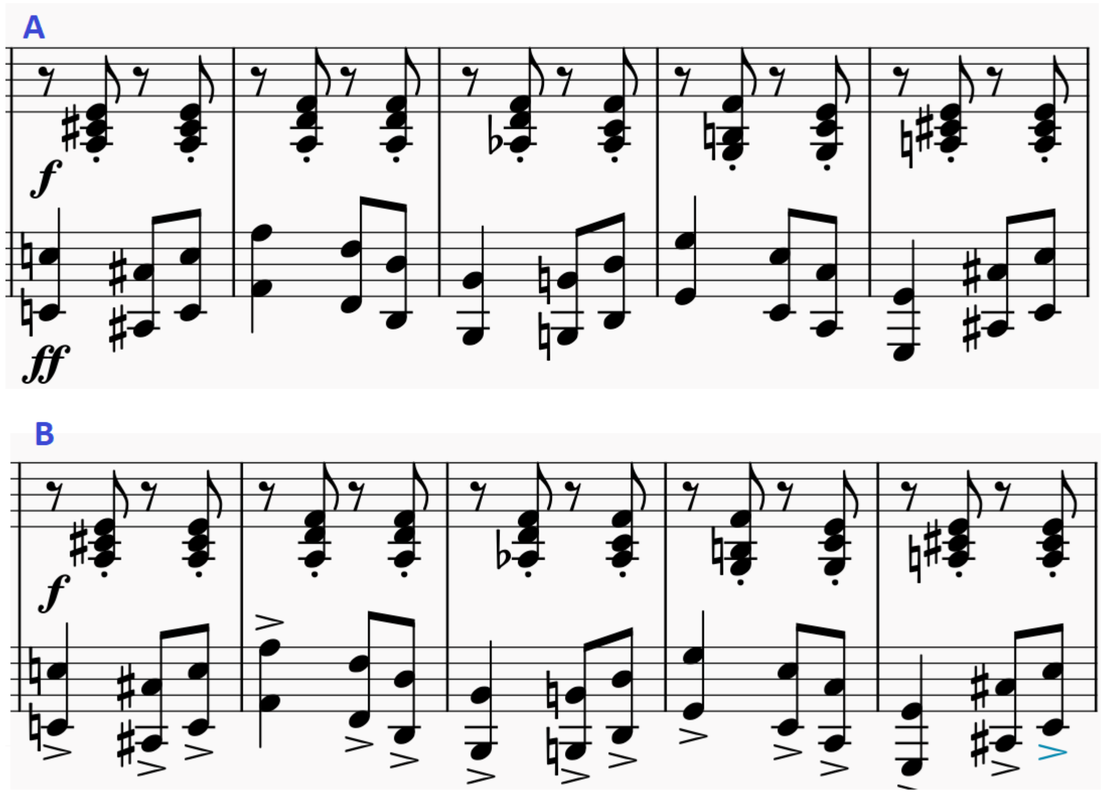
To Identify The Initiatives That Are Most Successful - Collecting a variety of data points throughout the recruiting process will yield valuable—and sometimes surprising—results.

To Speed Up The Recruitment Process - Recruitment is not just a hectic process for companies—even the candidates don't like signing up for never-ending recruitment drives.

Determine Where To Find Top Talent - Data can help your recruiting efforts by providing information about where to find the best talent.

Data Tells the Story

Once you create your baseline, you'll notice when something isn't right



The Mindset Shift

In God we trust, everyone else must bring data-William Deming

- USE THE DATA-Let data start your meetings: 1o1s, team meetings, client meetings etc.
- Automate the data- automatically send email updates to clients, automate the aggregation of data into your dashboards.
- Iterate your dashboard - A good dashboard evolves as the business grows or changes. Be willing to constantly ask yourself: What would make this better.
- Don’t be afraid to get started-data is your friend, not the monster under your bed.

Thank You.

Any Questions?

Implementing Recruitment Analytics

Leading with Data-Informed Decisions

Slide for text:
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatatm dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident

Title Slide

Slide Subtitle

- Slide for Bulleted Lists
- Bullet 2
- Bullet 3
- Bullet 4

Title Slide

Slide Subtitle

Table Title	Table Title	Table Title	Table Title
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table

Slide Title

Slide Subtitle

- Slide for Bulleted Lists
- Bullet 2
- Bullet 3
- Bullet 4

Title Slide

Slide Subtitle

Slide for text:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatatm dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident