

# PEOPLE ANALYTICS: TRANSFORMING MANAGEMENT WITH BEHAVIORAL DATA



## OVERVIEW

Born out of the MIT Media Lab, people analytics, using behavioral data to understand and manage organizations, has fundamentally changed how companies operate. This course will provide participants with a foundation in people analytics through discussion and hands-on exercises with real world data and tools. There are basic questions that have an impact on businesses that no one can answer. How much does the executive team communicate with engineering? Is a manager really spending time with their team? How often should a salesperson speak with a customer? The reason we can't answer these questions is a lack of data. Surveys and consultants are useful, but their shortcomings are evident. They're slow, subjective, and don't actually measure what happens in the real world.

The 5-days course is designed to enable directors, senior managers, executives, and business leaders in all industries who have responsibility for improving organizations; understand what behavioral data they have, basic people analysis methods, identify organizational problems that they can address with people analytics in the near term, understand common roadblocks to implementing people analytics, learn the potential value of people analytics for their organization.

## TOPICS COVERED

**Honest Signals and Social Physics**  
**People Analytics: Data and Tools**  
**Social Network Analysis**  
**Rewired Lunch and Badge Data Collection**  
**Building a People Analytics Team**  
**Badge Metric Review**  
**Data Analysis**  
**Implementing People Analytics in Your Organization**

## WHO SHOULD APPLY?

**Directors, senior managers, executives, and business leaders in all industries who have responsibility for improving organizational performance.**

### DATES

5th – 9th November, 2018

### COST

\$ 5,500

### How to apply

Register at  
Samuel.waweru@hop-global.com  
or info@hop-global

### VENUE

Massachusetts Institute of Technology Boston Campus

