

THE BLUMBERG PARTNERSHIP HUMAN CAPITAL VALUE PROFILER



More and more organisations are using people analytics to make decisions and achieve their business objectives. One of the key proponents of this way of working is Dr Max Blumberg, a global analytics leader who has advised the likes of Rentokil Initial, Barclays Corporate and the CIPD.

Michael Page invited Dr Max Blumberg to speak at a recent breakfast seminar, to better understand how data can be used to drive business success, particularly through using a process known as value profiling. Value Profiling is a people analytics technique which helps identify the most relevant people processes that need improving in order to achieve business outcomes.

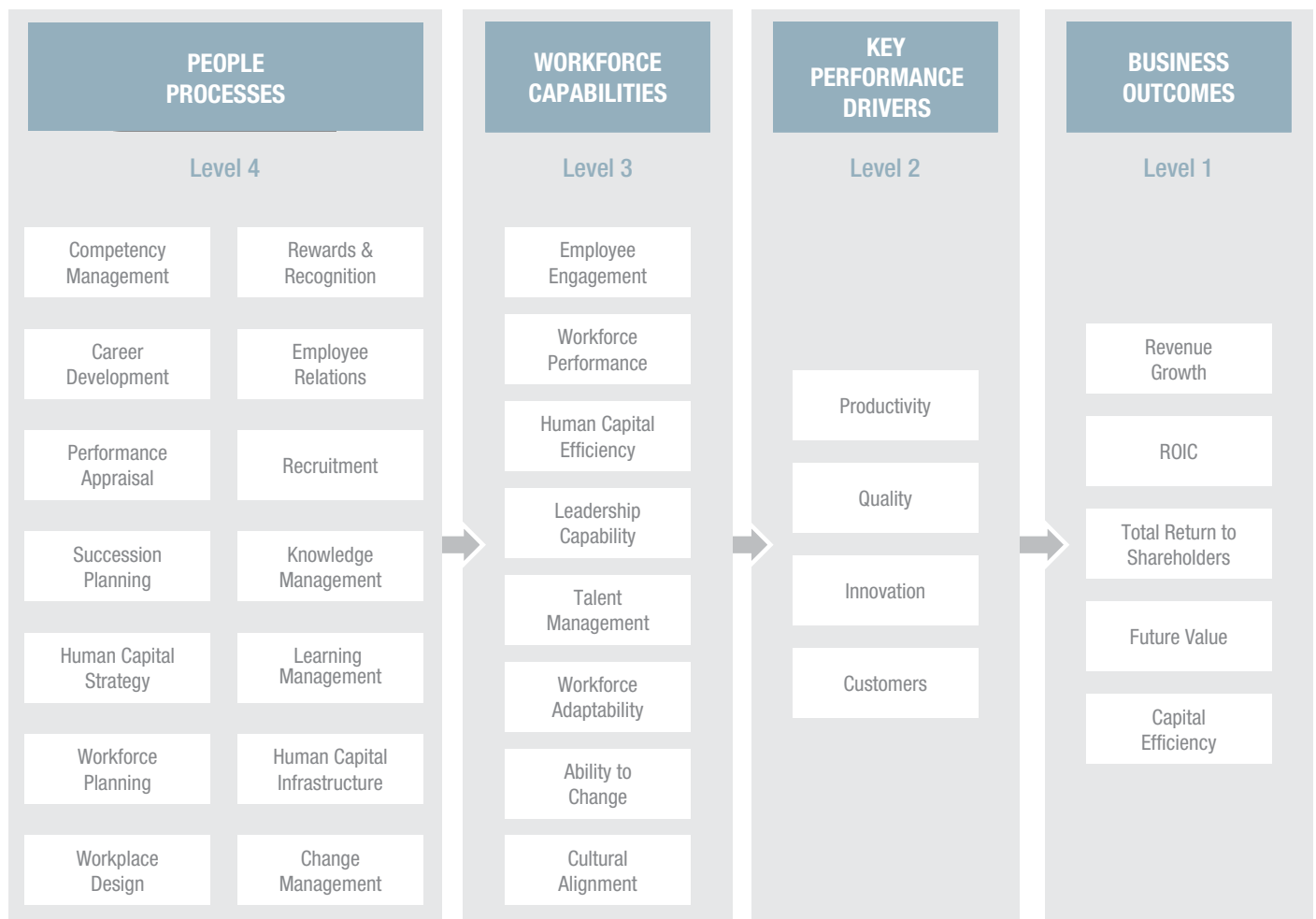
In his presentation, Dr Blumberg explained how the Blumberg Human Capital Value Profiler can assist senior people leaders in using data to drive business performance by answering the following questions:

1. What is the business problem or desired outcome?
2. What is the key performance driver that is below expectation?
3. Which workforce capability needs to be addressed?
4. Which people process does this relate to?

➡ Once determined, the relevant people process needs to be improved which in turn will help achieve business objectives

This cheat sheet illustrates the value profiling technique, along with the relevant factors to consider at each stage. You can refer to this when analysing business problems, to gather data at each level, and identify the most relevant people process that will need to be addressed and measured. Whether you were able to join us on the day at the event or weren't able to attend, we hope you find it useful.

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