



Does Big Data hold the key
to talent management?

“If you can’t explain it simply, you don’t understand it well enough.”

Albert Einstein

The benefits of Big Data for talent management have been clearly demonstrated, so what is it that holds back its adoption? It certainly doesn’t appear to be the HR appetite or the IT applications. The stumbling ground is in the complexity of the analytics themselves. What we need are accessible analytics, but is there such a thing?

How Big Data can transform talent management

At any HR conference there are two topics that dominate: ‘Big Data’ and ‘talent management’. Papers are presented and case studies curated that demonstrate just how effective data analysis is for improving the way you attract, hire, onboard, engage, grow and retain talent.

For instance, Josh Bersin recounted how one US company undertook an extensive statistical analysis of the talent factors that affected its sales productivity. The data revealed that indicators currently considered crucial when hiring (such as education) had only a negligible impact on performance. The greatest impact actually came from areas that were being overlooked (such as big-ticket sales experience). When these insights were fed into the recruiting strategy an astounding \$4 million growth was achieved the following year.

What is preventing this potential from being realised?

The enthusiasm for marrying Big Data and talent management is palpable, yet challenges to its adoption clearly remain.

- HR surveys reveal that one half of professionals are struggling to integrate analytic insights into their daily tasks. (Source: [Silkroad](#))
- Meanwhile 65% of global leaders still cite talent shortages as their number one business challenge. (Source: [Smarter Workforce](#))

What is it that prevents the big breakthrough for Big Data?

The widespread availability of cloud delivery has successfully made Big Data's adoption an easy technical proposition. There is no longer the need to invest in IT infrastructure to integrate and crunch that data. The cloud offers a scalable, cost-effective solution to all.

The real barrier that remains is analytic skills. The secret to making data tell its story, and produce meaningful insights, calls for a mathematical skill that very few HR professionals possess.

A simple solution to a complex problem

What we actually need is to be able to handle Big Data in a way that feels comfortable: to probe and question it as if we are talking to a colleague and to receive reports that use the same language as us.

Accessible talent analytics are possible, and they are available: a 'simple' solution can be provided by a very complex piece of cognitive technology called IBM Watson.

IBM Watson processes information more like a human than a computer.

- It understands natural language – so you can ask it questions using terms you are comfortable with.
- It learns as it goes – so it gets used to your way of working.
- It returns its answers for the layperson – so you don't need to be a mathematical genius.
- It lets you know its 'confidence' in the results – so you can gauge how firm a conclusion to draw.

In effect IBM Watson allows you to gain the benefits of Big Data for talent management without asking you to learn new ways of working. Its accessible analytics have been harnessed specifically for HR functions as part of IBM's Kenexa Talent Insights.

This means that both Big Data and sophisticated talent analytics are now firmly in your hands. At last you can interact with talent data on your own terms.

If you want to finally harness the power of data for your organisation, book a no-cost Smarter Workforce Workshop with Intec and IBM today.

This personalised, half-day workshop is one of the best and quickest ways to achieve a holistic view of how the Smarter Workforce can help solve problems and seize opportunities in your organization.

The goal of the workshop is to understand your key business objectives, critical metrics, and challenges – and to explore, in a customised way, how Smarter Workforce solutions can help you transform your workforce.

The workshop is:

- A structured, half-day engagement where our subject-matter experts, solution architects, and sales executives work directly with you and your team.
- A highly interactive discussion.
- Your chance to work with Intec and IBM.
- Focused on strategic solutions for your organization.

The workshop is not:

- CHROs from many companies listening to one group of presenters.
- We talk, you listen.
- You and a roomful of sales reps.
- Focused on a collection of products for various business types.

The Smarter Workforce workshop curriculum has three primary components:

- 1. Discussion.** We will discuss your key challenges and opportunities and introduce our subject-matter experts. We will share some client stories and best practices, and challenge you to innovate in each aspect of your workforce strategy. This will be an open, two-way dialog, using our smarter scale to help define where you are today and where you want to be tomorrow.
- 2. Education.** We will share our views on the future of Human Capital Management (HCM) and the key trends shaping it, based on insights from the IBM Institute for Business Value, CEO Study, and the IBM Smarter Workforce Institute. We will also review the philosophy behind the Smarter Workforce, what it means to IBM, and the practices which we feel are essential to success.
- 3. Recommendation.** Following our discussion, Intec and IBM solutions architects will deliver recommendations targeted to your needs and help you identify first actions designed to yield the best results for your business.

Schedule your appointment now and take the first step toward a deeper understanding of the future of HCM, the specific challenges and opportunities you face, and the ways the Smarter Workforce can reinvent how your organization gets the job done.

About Intec

At Intec we collaborate with our clients, bringing together business insight, significant experience and technology to provide a distinct advantage in today's rapidly changing business environment. Through our integrated approach to problem solving, solution design and execution we help turn our customers strategies into action. With over 25 years experience our mission is to help our customers to anticipate change and profit from new opportunities.



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