

Unlock the people equation:



# Using workforce analytics to drive business results



An IBM Institute for Business Value Workforce Analytics Study

## <20%



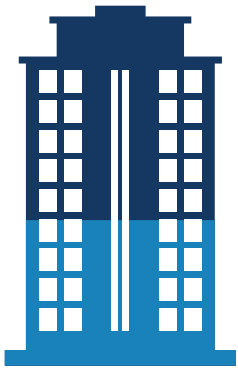
of organizations are able to apply predictive analytics to address people issues

As the complexity of workforce challenges continues to rise, so has the demand for more quantitative approaches to solving tough people-related challenges in organizations. To better understand the state of affairs in workforce analytics, we spoke with over 40 game changers to discover the problems they are trying to solve, the approaches they are using and the pitfalls they've encountered.

## Primary drivers of workforce analytics



## Analytics approaches



## >40%

of organizations are limited to basic HR reporting capabilities

...yet emerging approaches are on the horizon



Social analytics



Neuroscience analytics



Sensor-based analytics



External labor market information

## Top business problems

addressed with workforce analytics as identified by leading HR practitioners



## Common pitfalls

- Being too HR centric
- Seeking data nirvana before starting workforce analytics
- Positioning analytics as a substitute for human judgment

## Guidelines for success

- Link to overall business strategy
- Take actions based on discovered insights
- Demonstrate the ROI
- Build the capacity to scale

## How to get started with workforce analytics

- Choose early winners
- Start small and grow
- Ride a transformational wave
- Leverage symbiotic relationships

## Ready to learn more about using workforce analytics?

Get your insider's guide to workforce analytics. Learn the forces propelling organizations towards the use of workforce analytics, the organizational capabilities required for workforce analytics optimization, and how organizations are using workforce analytics to impact the business.

[Read the full report](#)

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