



Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments (Wiley and SAS Business Series)

Gene Pease, Barbara Beresford, Lew Walker

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Don't squander your most valuable resource!

Collectively, your workers are your company's most important and most valuable asset. To make the most of this asset, nothing beats quantitative performance and investment measurement. Learning and Development is an 80 billion-dollar industry, and every valuable employee represents a sizable investment on the part of your company. To keep your business moving forward, effective management of human capital is crucial. It generates plenty of data, and deep analysis of this data helps you provide feedback and make adjustments to capitalize on the combined knowledge, skills, and creativity of your workers. *Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments* provides a guidebook for collecting, organizing, and analyzing the data surrounding human capital so you can make the most of your employees' potential.

- Use predictive analysis to optimize human capital investments
- Learn effective study design and alignment
- Get the tools you need for measurement, surveys, and analysis
- Decide what to measure and how to measure it
- Outline your company's current and future analytics technology needs
- Map data sources, and overcome barriers to data collection

Authors Gene Pease, Bonnie Beresford, and Lew Walker provide case studies in which major companies applied human capital analytics to guide people decisions, and expand upon the role of analytics in Learning and Development. *Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments* is an essential guide to 21st century human resources and management practices, and can keep you from squandering your company's most valuable resource.



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