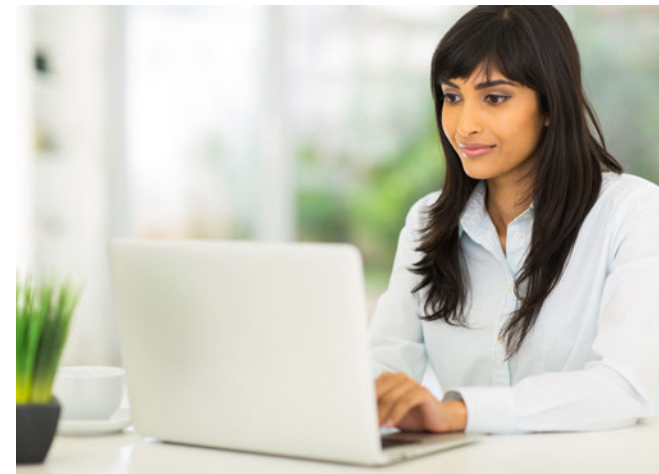




ONLINE COURSE CERTIFIED HR ANALYTICS PROFESSIONAL

KELSA SOLUTIONS
AN HR & OD CONSULTING FIRM



TALK TO US

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KELSA AND LEARNING SOLUTIONS

About Kelsa

Kelsa Solutions is a 10-year old HR & OD Consulting firm that has worked with over 200 clients across multiple geographies. Our clients include firms from Brazil, India, Indonesia, Oman, Qatar, Singapore, South Korea, South Africa, UAE, Sri Lanka, and USA.

We bring our deep expertise in working on People and Talent Systems in several industries, including Seismic Exploration, Banking & Financial Services, Automobile Dealerships, Retail and Distribution, Manufacturing, IT, BPO, ITES & KPO, Fashion, Protective and Decorative Coatings, Agro & Food Processing, Media / Publishing, Logistics and Consumer Goods & Beverages.

Our goal is to help our client organisations convert the potential of their people resources into industry-leading performance by designing appropriate talent systems, processes and policies. We believe that every organisation can build a culture of excellence, recognising that there are 'No Shortcuts' to creating sustainable competitive advantage through people.

To know more, visit www.kelsasolutions.com



70:20:10 Learning

The emphasis of our 70:20:10 learning framework is to ensure sustainable change in behaviour through application of learning. Learning interventions in this format are typically spread over a 9 to 13-week period during which participants have to reflect upon their learning at work every day and also learn from their participant-peers, with experiential workshops bookending the intervention.

Capability Enhancement

Kelsa has partnered with various clients to build bespoke capability-development programmes spanning over 12 to 15 months. Aimed at rejuvenating the HR capabilities of our clients, these programmes are delivered as a mix of online and in-person sessions, with structured assessments, feedback and improvement, tracking methods, preparing executives to take on greater responsibilities. Kelsa has also been partnering with the Madras School of Social Work to deliver a one-year Post-Graduate programme in HRM.

Online Skill-building

Kelsa has completed over 1,000 person-hours of training, covering Talent Management Excellence, Workforce Planning, Total Rewards, HR Analytics and Employee Health and Mental Wellness. Apart from India, these programmes have drawn managers from Saudi Arabia, Qatar, Oman and Germany. We continue to carry forward these skill-building programmes with a target to have over 2500 person-hours of online training before the end of June 2020.

First Time Managers

One of our most successful offerings has been the 'First Time Manager' programme, which helps managers understand the challenges of managing teams and the senior management's expectations on how it has to be successfully carried out. These programmes equip the manager with the skills to build a high-performing team and help him/her deliver superior performance through the teams.

THE HR ANALYTICS COURSE



THE COURSE

The **Certified HR Analytics Professional** course has been designed to enable HR Professionals understand the frameworks, process and tools talent analytics. The course content would be relevant for HR Professionals across sectors - Oil & Gas, Infrastructure, Logistics, Financial Services, Retail, IT etc.

The participant would after the course be able to design HR metrics and dashboard for his / her organisation, make data driven decision and measure impact of those decisions.

This would be a live & interactive course with case studies being discussed in the sessions. The course would be delivered in English.

COURSE FACULTY

Mr. R Shantaram



The **Lead Faculty** for this prog is R. Shantaram, an HR leader with over 30 years of experience, having worked with clients in India, USA, UAE and South Africa. Shantaram combines his graduate degree in Statistics with his HR qualifications (from XLRI, Jamshedpur) to offer a blend of 'integers and individuals' to balance business results and organisation culture. One of Kelsa's co-founders, Shantaram's corporate stints include TAFE, Eicher, Future Software and Sutherland.

Mr. Rajan Sethuraman



Rajan is the **CEO of LatentView Analytics**. He moved into that role after having worked for 3 years years as the CHRO of LatentView and he is therefore uniquely positioned to help the participants understand how the Data Science and Analytics teams would expect the HR problem statements to be articulated and the nature of data that would be required for them to build predictive models. Prior to LatentView, Rajan had worked for over 20 years with NIIT, KPMG and Accenture. He is an engineer (BITS Pilani), with a PGDM from IIM Calcutta.

Mr. Srinivas Rajagopalan



An alumnus of XLRI Jamshedpur, Srinivas has over 30 years' experience in managing business HR across diverse geographies (including over 25 years in the GCC region). He is currently **Head - Organization Capabilities with Emirates Integrated Telecommunications Company** in Dubai. He brings with him his experience in using analytics to start-up and scale business in the Middle East. He has worked with Unilever, KPMG, Inchcape, Union National Bank, Gulf Bank, Omniyat and the Landmark Group. Srinivas will be sharing his experiences in using analytics over the course of his career.

KEY MODULES OF COURSE



Introduction to HR Analytics

This module would introduce participants to the evolution & scope of HR Analytics. It would also cover the importance of analytics in the HR Profession and HR Analytics Value Proposition. Participants would also be able to understand the level of their organisation in the data maturity scale, and this is key to setting up an HR Analytics process in the organisation.

Data Structure and Data Integrity

Participants would learn what are the key sources for employee data, different types of data, the process of data collection, how to store data in a manner that is secure and easily retrievable. The module would also cover framework for data combination.

Basic Statistical Techniques

The faculty would cover key statistical techniques like correlation, regression etc. involved in analysing data i.e. to gain insights from information. Usage of sampling methods, vital stats, setting up & testing hypothesis, forecasting methods and data visualisation would be the key takeaways from this module.

Analytics Process Model

Participants would learn about the different roles involved in the analytics process i.e. who should play the role of data agent, data scientist, HR analyst etc., interface between Data Science and HR, and Stakeholder Management.

Data Driven Decision Making

This module would enable participants to understand the application of various frameworks and tools to make data driven decisions for various HR Processes like Talent Acquisition, Compensation & Benefits, Succession Planning, Learning & Development etc. Participants would also learn about Predictive Analytics and Decision Impact Analysis.

Metrics for HR

The faculty would share inputs on Key Metrics to be measured in various HR Processes, connecting mission / goals to HR Metrics to ensure alignment among all stakeholders and functions, and how to effectively present HR data.

TESTIMONIAL BY CALM



CALM has experienced the pioneering contribution of the founders of Kelsa Solutions (Kelsa) in various facets of OD and Training in multiple geographies and industries. We acknowledge their sensitivity and responsiveness to create need based solutions to organisations and professionals.

The current business environment & challenges have necessitated a more critical and developmental appreciation of the key factor of business – The Human Resource. This program of Kelsa ‘Certified HR Analytics Professional’ is hence quite relevant in the present context. The course is designed to equip HR Professionals with the tools and frameworks to be able to make data driven decisions on talent management, thereby creating & sustaining an engaged, productive and more importantly business aligned & responsive workforce.

The relevance of the program to HR practitioners is further enhanced by a practical and hands-on orientation given by its reputed faculty - all outstanding contributors to the Digital HR Analytics profession.

We are pleased to note that this online learning opportunity created by such world class practitioners in the field of analytics is available for the benefit of the professional community in the GCC region.

COURSE SCHEDULE, FEE AND REGISTRATION

Course Schedule

- Session Dates : 02.July.2020 - 06.July.2020 (5 Days)
- Session Time : 7 p.m. . to 9 p.m. (UAE Time)

Course Fee

Fee indicated is per participant*		Fee in USD
Regular (Registration on/after Saturday June 27, 2020)	Individual	250
	Group Registration (for 3 or more people; single payment for all participants together)	210
EARLY BIRD OFFER (Registration on/before Friday June 26, 2020)	Individual	210
	Group Registration (for 3 or more people; single payment for all participants together)	170

**Fee is inclusive of applicable taxes*

**Fee payment process would be shared with participants on completion of registration process*

Certification

- E-Certificate would be issued to participants on completion of all course requirements and final assessment

Course Delivery Platform

- Sessions would be conducted online via Zoom with breakout sessions on Zoom for group activities like case studies and exercises

Participant Profile

- HR Professionals keen on upskilling & getting Certified in HR Analytics or interested in setting up HR Analytics function in their organisation

CLICK LINK TO REGISTER

<https://bit.ly/KelsaExecEdu>

REGISTER NOW

KELSA - SERVICE OFFERINGS



Total Rewards

Kelsa partners with clients to design Total Rewards structures in alignment with business environment, talent landscape and business goals. This includes building variable pay programmes (performance bonus / incentives), as well as deferred / equity compensation.

Employee Engagement

Kelsa's trademarked framework for employee engagement, the **H3M3® Framework**, addresses logical and emotional aspects of an employee's relationship with the firm. This framework also provides clear direction for action to be taken by people managers as well as for enterprise-wide policy / system implementation in order to build a robust engagement environment in the firm

Assessment & Development Centre

Kelsa has significant expertise in designing specific structured experiences and exercises to assess individual competencies in both the Assessment Centre / Development Centre formats. In the past two years, we have assessed over 500 senior leaders. While we have helped them craft individual development plans for their growth, we have also helped organisations implement career and succession plans through these interventions

HR Audit

The focus of our HR Audit is to examine what we need to do in order to execute the strategic vision of the organisation through its workforce. Our proprietary tool **KelsaKonvex** helps us deep-dive into the institutionalisation of people practices. The process we follow enables line managers collaborate with HR to build great people systems

Performance Management Systems

Kelsa helps clients align business-unit and individual-performance by designing context-sensitive performance management systems that also serve to drive high collaboration in the workforce. Our expertise encompasses defining function specific KRAs and KPIs for all functions across several industry verticals

Leadership 360° Feedback

Our flexible and scalable platform allows us to customise leadership competency definitions and indicators. With over 30 leadership competency dimensions and over 600 competency indicator statements, Kelsa will be able to rapidly deploy a 360° Feedback programme covering diverse leadership and behaviour competencies, and provide individual reports for manager development

KELSA'S CLIENT LIST INCLUDES ...



CONTACT US



Look forward to being a partner in your learning journey ...

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