

1. Record Nr.	UNINA9910972397503321
Autore	Levenson Alec
Titolo	Strategic Analytics : Advancing Strategy Execution and Organizational Effectiveness
Pubbl/distr/stampa	Oakland : , : Berrett-Koehler Publishers, , 2015
ISBN	9781626560574 1626560579
Edizione	[First edition]
Descrizione fisica	1 online resource (179 pages)
Disciplina	658.4/012
Soggetti	Strategic planning - Statistical methods Management Decision making Organizational effectiveness Personnel management Business & Economics Management Theory personnel administration management planning statistical method information analysis
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover Page -- Title Page -- Copyright Page -- Dedication -- Contents -- List of Figures and Tables -- Preface -- Introduction Integrating Enterprise and Human Capital Analytics -- Part I Why Do Strategic Analytics? -- Chapter 1 Of Elephants and Incomplete Analytics -- Chapter 2 Beware the ROI Bogeyman and Other Monsters under the Bed -- Part II How to Do Strategic Analytics -- Chapter 3 Put the Horse in Front of the Cart-Where to Focus the Analysis -- Chapter 4 Step 1-Competitive Advantage Analytics -- Chapter 5 Step 2-Enterprise Analytics -- Chapter 6 Step 3-Human Capital Analytics -- Chapter 7 Putting It All Together -- Chapter 8 Application-Customer Retention and Profitable Growth -- Chapter 9 Application-Go-to-Market

Strategies and Effectiveness -- Part III Diving Deeper: How to Make Current Practice Better -- Chapter 10 Critical Roles, Competencies, and Performance -- Chapter 11 Making Sense of Sensing Data -- Chapter 12 Evaluating Human Capital Development: Build versus Buy versus Redesign -- Conclusion Key Learning and Action Points -- References -- Appendix Strategic Analytics Diagnostic Interview Template -- Acknowledgments -- Index -- About the Author -- Footnotes -- Chapter 3 -- Chapter 6.

Sommario/riassunto

More than ever, data drives decisions in organizations—and we have more data, and more ways to analyze it, than ever. Yet strategic initiatives continue to fail as often as they did when computers ran on punch cards. Economist and research scientist Alec Levenson says we need a new approach. The problem, Levenson says, is that the business people who devise the strategies and the human resources people who get employees to implement them use completely different analytics. Business analytics can determine if operational priorities aren't being achieved but can't explain why. HR analytics reveal potentially helpful policy and process improvements but can't identify which would have the greatest strategic impact. This book shows how to use an integrated approach to bring these two pieces together. Levenson presents a thorough and realistic treatment of the reasons for and challenges of taking an integrated approach. He provides details on the different parts of both enterprise and human capital analytics that have to be conducted for integration to be successful and includes specific questions to ask, along with examples of applying integrated analytics to address particular organizational challenges. Effective analytics is a team sport. Levenson's approach allows you to get the deepest insights by bringing people together from both the business and HR perspectives to assess what's going on and determine the right solution.
