

Return on PEOPLE

The art and science of maximizing investment in Human Capital to drive successful business strategy

Advanced people analytics drive agile business and innovation beyond best practices

3X

Best in class organizations are **3x more likely** to make decisions using workforce performance insights¹

WHY HUMAN CAPITAL ANALYTICS?

MORE PROFIT

\$399,000,000

A typical Fortune 500 company can net an additional \$399 million annually through good Human Capital Analytics²

Only **27%** of companies have the right analytical talent³
Only **13%** have the right technology⁴

WHAT HOLDS US BACK?

HUMAN CAPITAL IS SEEN AS A **COST** CATEGORY, NOT AS AN **INVESTMENT ASSET**.⁵

THE FIVE LEVELS OF RETURN ON PEOPLE

How ready are **YOU** to get the highest return on people through Human Capital Analytics?



Are you ready to Maximize Your ROP?

Take the free Media 1 Return on People assessment and find out
To get started on aligning your Human Capital strategy, contact Bill Jones • wfjones@media1.us • 616.935.1155

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SOURCES:
1. Aberdeen & Kronos, 2010 Applying Analytics to the Workforce
2. The Hackett Group, 2007 http://www.thehackettgroup.com/about/alerts/alerts_2007/alert_07242007.jsp
3. CIO, 2010 http://www.cio.com.au/article/367783/biggest_barriers_business_analytics_adoption_people/
4. Accenture, 2010 The New Generation of Human Capital Analytics http://www.accenture.com/SiteCollectionDocuments/PDF/ACC_4608_HRAnalytics_FINAL.pdf
5. DiBernardino, 2013 Human Capital Costs – Investment or Expense? <https://hcexchange.conference-board.org/blog/post.cfm?post=1650>