



Predictive HR Analytics: Mastering the HR Metric

By *Martin Edwards, Kirsten Edwards*

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Where other functions of an organization deal in profits, sales growth, forecasts and strategic planning, the HR function is responsible for employee well-being, engagement and motivation. Such concerns do not immediately conjure up images of analytical know-how, despite the fact that in reality the management of such things often requires a lot of measurement and technical skill. Predictive HR Analytics provides a clear, accessible framework with which to understand and work with HR analytics at an advanced level, taking HR professionals through examples of particular predictive models so they can develop effective HR strategies based on evidence.

Predictive HR Analytics will show step-by-step, using simple terms, how to carry out analysis (using the statistical package SPSS) and interpret the results, helping to communicate the potential of HR analytics and get the most out of the HR function, whether carrying out the analysis or briefing external consultants. The book will help deliver a credible and reliable service to businesses by providing metrics on which executives will be able to make sound business decisions.

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Editorial Review

Review

"Anyone reading and learning from this book and applying its lessons will be a more effective HR professional. It should certainly become compulsory reading for all HRM students."

(David Guest, Professor of Organizational Psychology and HRM *King's College, London*)

"*Predictive HR Analytics* is a comprehensive and detailed guide for any professional interested in this exciting new field. The book will help you understand what data to analyze, how to interpret and analyze the data, and how different types of models work. Highly recommended for people analytics specialists!"

(Josh Bersin, Industry Analyst, Principal and Founder *Bersin by Deloitte*)

"I'm definitely going to buy a hard copy for myself and my coworkers. Having just started in the field of HR analytics, I've been reading a lot about the considerations. This is the first book I've come across so far that uses SPSS with detailed examples of when to use what methods. This is just what I was looking for-- the HR metrics commonly looked at, the statistics used in that situation, and screenshots of the software."

(*Goodreads user*)

"Detailed, precise and clearly written, this book isn't just about statistics; it's about the future of HR. Essential reading for everyone in HR."

(Professor Binna Kandola OBE, Business Psychologist *Senior Partner and co-founder of Pearn Kandola*)

About the Author

Martin R. Edwards teaches HRM and Organizational Psychology at King's College London. He has run many HR analytic workshops with companies including AstraZeneca, advised on employee engagement surveys, and run multiple employee attitude surveys.

Kirsten Edwards is a Diversity Specialist at Pearn Kandola, a business psychology consulting company specializing in diversity, assessment, and development. She has taught diversity and inclusion at Kings College London and the University of Kent.

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