



AGENDA

People Analytics & Change Masterclass

Day 1: Wednesday, February 19, 2020

8:45am Greetings from Patrick McLaughlin, SVP, CHRO, PepsiCo Foods North America

9:00 Session #1: Integrating analytics and OD for greater insights and impact

Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations
Maura Stevenson, CHRO, MedVet

This opening session will introduce the frameworks and approaches to be used throughout the masterclass, including specific applications

- The critical steps of analytics compared to the critical steps of organization development (OD), and how to combine the two for better outcomes
- Core analytics competencies compared to core OD competencies
- Using analytics results and factual descriptions of talent issues and org challenges to drive the right interpretations and influence senior leader decision making
- Use design criteria to align with strategy
- Example: measuring culture
- Review case studies from pre-reads

Break around 10:15

12:30 Lunch

1:30 Session #2: Using data and analytics to drive change

Maura Stevenson, CHRO, MedVet
Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations

- Using data and analytics that meets stakeholder needs
- Early and continual engagement for contracting and successful change activation
- OD change processes versus analytics storytelling processes: compare, contrast, and converge
- Stakeholder and strategy mapping versus organizational network analysis: how to combine the two for deeper engagement and insights
- Participant case studies and examples

Break around 3:15

5:00 Adjourn

University of Southern California
 1149 South Hill Street, Suite 950, Los Angeles, California 90015 Tel: 213-740-9814 ceol@usc.edu
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Day 2: Thursday, February 20, 2019

8:30am Breakfast

9:00 Session #3: Techniques and frameworks

*Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations
Maura Stevenson, CHRO, MedVet*

This session will review a wide range of analytics techniques and challenges with taking data-based action. Examples to be covered include:

- Interviews, survey design, open ended survey questions, machine learning, and the boundaries of machine-vs-human analysis
- Diagnosing issues at the individual, team/group, business process, and enterprise levels: when to use traditional statistical approaches, versus systems diagnostics and case study analysis
- Systems diagnostics and org diagnostics using qualitative and quantitative analysis: causation, correlation, and everything in between
- Stats topics everyone should know for cool cocktail party conversations and effective stakeholder engagement

Break around 10:15

12:30 Lunch

1:30 Session #4: Lessons from the frontlines and C Suite

*Maura Stevenson, CHRO, MedVet
Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations*

- Tie everything back into our frameworks: analytics + OD in action
- Turn data into C Suite decision making: lessons from the frontline
- Deep dives into additional case studies
- Taking the learning back into your organization

Break around 3:15

5:00 Adjourn

