



## AGENDA

### People Analytics & Change Masterclass

#### Session 1: Tuesday, February 9, 2021

**8:00 – Integrating analytics and OD for greater insights and impact**

**11:00** *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

*With a 30 minute break at 9:30*

#### Session 2: Wednesday, February 10, 2021

**8:00 – Using data and analytics to drive change (part one)**

**11:00** *Maura Stevenson, CHRO, MedVet*  
*Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations*

- Identify design criteria
- Using data and analytics that meets stakeholder needs
- Early and continual engagement for contracting and successful change activation
- Comparing OD change processes with analytics storytelling processes

*With a 30 minute break at 9:30*

### **Session 3: Tuesday, February 16, 2021**

**8:00 – Using data and analytics to drive change (part two)**

**11:00** *Maura Stevenson, CHRO, MedVet*

*Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations*

- Comparing OD change processes with analytics storytelling processes (continued)
- Stakeholder mapping vs. organizational network analysis: how to combine the two for deeper engagement and insights
- Participant case studies and examples

*With a 30 minute break at 9:30*

### **Session 4: Wednesday, February 17, 2019**

**8:00 – Techniques and frameworks**

**11:00** *Paul Taffinder, CEO, Taffinder Consulting*

*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:

- Using OD and analytics tools with the senior leadership team
- Systems diagnostics and org diagnostics using qualitative and quantitative analysis
- Outliers and diversity in the data: getting to the right answers for as many people and groups as possible, not just better outcomes “on average”
- 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
- Survey design and analysis, including simultaneous equations modeling
- Statistical significance versus economic relevance

*With a 30 minute break at 9:30*



**Session 5: Wednesday, February 24, 2019**

**8:00 – OD and analytics applications**

**11:00** *Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations*  
*Maura Stevenson, CHRO, MedVet*

This session will cover the application of specific OD tools that can be used both for measurement and for client interventions. Detailed discussions will cover the value from both an OD perspective, and from an analytics perspective.

- Senior executive and stakeholder interviews and Likert scale measurement for sense making
- Card sort exercises to prioritize decision making and improve organizational alignment
- Process maps to diagnose and solve organizational challenges
- Interviews, open ended survey questions, machine learning, and the boundaries of machine-vs-human analysis

*With a 30 minute break at 9:30*

**Session 6: Thursday, February 25, 2019**

**8:00 – Lessons from the frontlines and C Suite**

**11:00** *Maura Stevenson, CHRO, MedVet*  
*Alec Levenson, Senior Research Scientist, USC Marshall Center for Effective Organizations*

- Turn data into C Suite decision making: lessons from the frontline
- Deep dives into additional case studies
- Taking the learning back into your organization
- Participant case studies and examples

*With a 30 minute break at 9:30*

