

HR Analytics

The next level in professional Human Resources Management

Make HR's value visible and tangible
Show HR's contribution to the success of
the company
Establish HR as a strategic partner

Today the role of the HR department in most companies is perceived as a provider and administrator of workforce. Money spent in HR is seen as a cost rather than an investment.

With this perception of simply being a service provider HR runs the risk of being outsourced.

It is time for HR to show how it creates value for the company and how it helps implementing the firm's strategy.

HR needs to take the step from being on the table to being at the table.

But as Becker, Huselid, and Ulrich¹ point out HR's influence on a company's performance is difficult to measure.

To solve that dilemma HR managers have to apply a systematic methodology and integrated process to show how HR supports the firm in realizing its strategies.

Following Peter Drucker's basic principle of 'what gets measured gets managed' **HR Analytics** provides this methodology and process by collecting, linking, and statistically analyzing data with the goal of quantifying HR's efficiency and effectiveness as well as showing its impact on the company's performance.

¹ Becker, Brian E.; Huselid, Mark A.; Ulrich, Dave. The HR Scorecard, Boston, 2001.

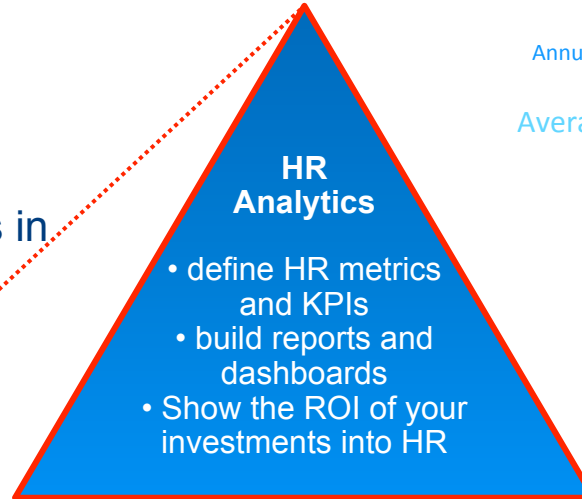
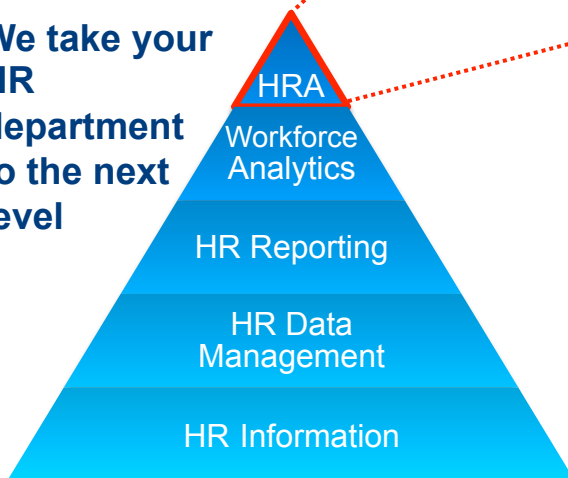
HR Analytics is the Business Intelligence of
Human Resources

Our services include

- Consultancy and
- Project Management

for the implementation and development of HR Analytics in your company

We take your HR department to the next level



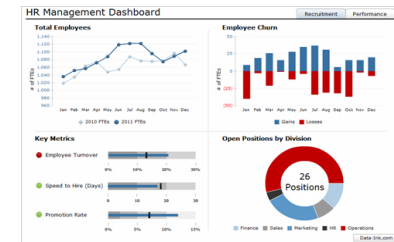
Headcount in FTE: 15'623

Average Span of Control: 9.1 employees

Annual turnover of high potential sales personnel: 8.7%

Percentage of female senior managers: 21.6%

Average time to fill open position: 45.3 days



$$\text{HR ROI} = \frac{\text{EBITDA} - \text{Fin. Capital Costs}}{\text{HR Costs}}$$

We support you in

- formulating and answering the right questions
- aligning your HR strategically and operationalizing your company's strategies through your people
- implementing a methodological approach



Creating Value

Direto Brasil is a consulting company that focuses on helping its clients to implement their strategies through people

www.direto brasil.com.br

Rua Jacucaim, 138
04563-020 - Brooklin
São Paulo - SP
Brasil

+55 (11) 5096 2459

alfa@direto brasil.com.br