

HR ANALYTICS UNLOCKED

Session 3:

Proving Impact

Measuring the Effectiveness of HR Interventions

HiBob INSIGHTS LAB

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- Holds a **Ph.D. in Organizational Behavior** and an **MBA**, blending behavioral science with business strategy.
- Turns complex people data into **clear, compelling stories** that help HR teams make confident, evidence-based decisions.
- **Mom of three** who brings curiosity, empathy, and a love of kitchen dance parties to everything she does.



Poll 1

UNLOCKING HR ANALYTICS

Webinar Series

1

**Foundation
s of HR
data &
analytics**

Asking meaningful
questions

2

**Making
sense of HR
data**

Basic statistics &
interpretation

3

**Proving
impact**

Measuring the
effectiveness of
HR interventions

4

**Data
storytelling**

Turning data into
compelling
narratives

5

**Scaling people
insights**

Fostering a
data-first culture

WHAT WE WILL COVER TODAY



Define and map impact model



Select metrics and ensure data quality



Explore evaluation designs via mini case studies



Move from impact to ROI

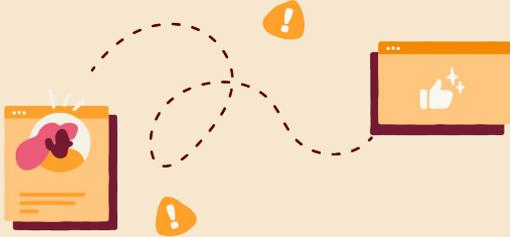


Tackle common challenges



WHY MEASURE IMPACT?

Link HR interventions
to business outcomes



Build credibility
with leadership



Optimize program
investment and design



WHAT COUNTS AS AN HR INTERVENTION?

What is an HR intervention?

Intentional & goal-driven

A planned program or change with a clear objective

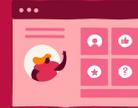
Structured & measurable

Defined activities you can track

Distinct from day-to-day HR

Routine tasks or minor tweaks don't qualify

Example HR interventions:



Onboarding redesign to boost productivity



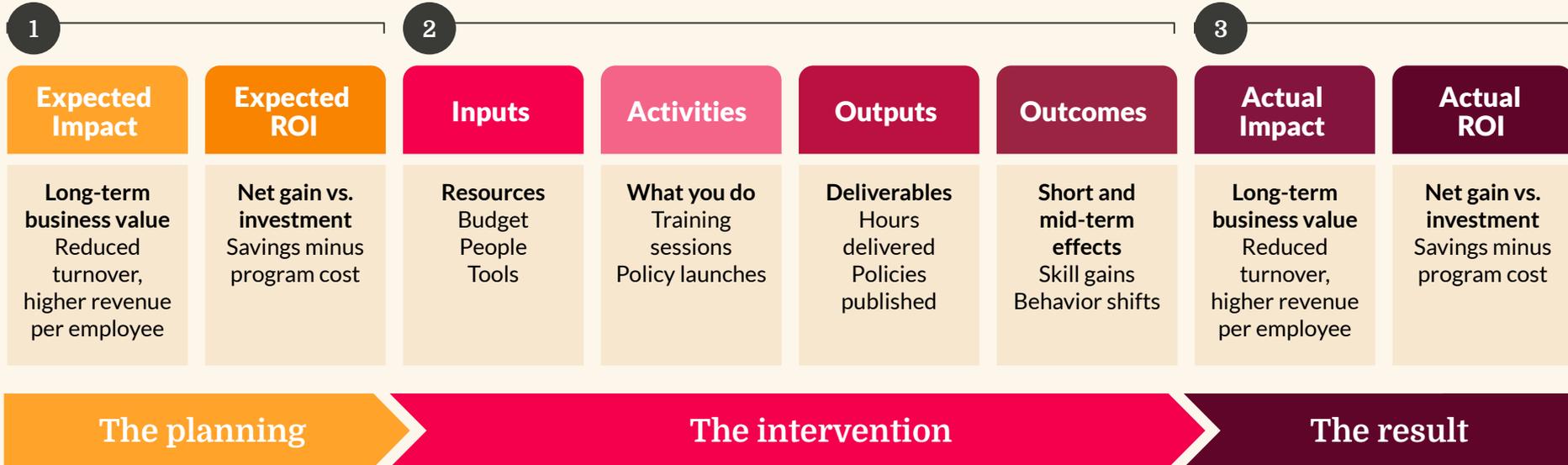
Mentorship program to boost engagement and retention



Wellness challenge to reduce sick days

PLANNING AND MAPPING IMPACT

Successful storytelling begins before the intervention



FROM IMPACT TO ROI

Telling a financially credible story

Basic ROI Formula

ROI = (Net gain / cost of intervention) x 100%

Onboarding ROI Example

Savings: 22 days saved x \$500/day x 20 hires =
\$220K

Costs: program investment **\$50K**

Net Gain: \$220K - \$50K = **\$170K**

ROI = (\$170K / \$50K) x 100 = **340%**

Mind your time horizon

Different benefits materialize on different schedules—some pay off immediately, others unfold over months or even years.

Partner early with finance

Partner early to source revenue and cost assumptions from their systems

Run best/worst case scenarios

Show leadership the range of possible outcomes



SELECTING THE RIGHT METRICS

Leading vs. Lagging

Early signals that predict future outcomes

Pulse survey scores,
training competition rates

Confirming results after the fact
Turnover rate, promotion velocity

Quantitative vs. Qualitative

Numeric measures you can track over time
Retention %, performance ratings

Contextual insights that explain the “why”
Focus group themes,
open-text survey responses

DATA SOURCES AND QUALITY

Foundations of trustworthy insights



More on this topic
in previous session

Data Sources

HRIS

LMS

Survey tools

Performance systems

External benchmarks

Quality Dimensions

Validity

Reliability

Completeness

Timeliness

Governance

Privacy & consent

Access controls

Documentation

MINI CASE STUDY #1:

Training intervention Pre/Post assessment

Scenario

You are an HRBP at a mid-sized firm that just rolled out a two-day Excel skills workshop to boost analysts' reporting accuracy.

Managers worry that costly training may not translate into better performance.



Evaluation Design

Pre/Post Assessment

Track and assess analysts' reporting accuracy and error rates before workshop and after.

Interpreting Impact

Positive result:

Average accuracy rate increases (error rate decreases) indicates effective learning.

Flat or negative result:

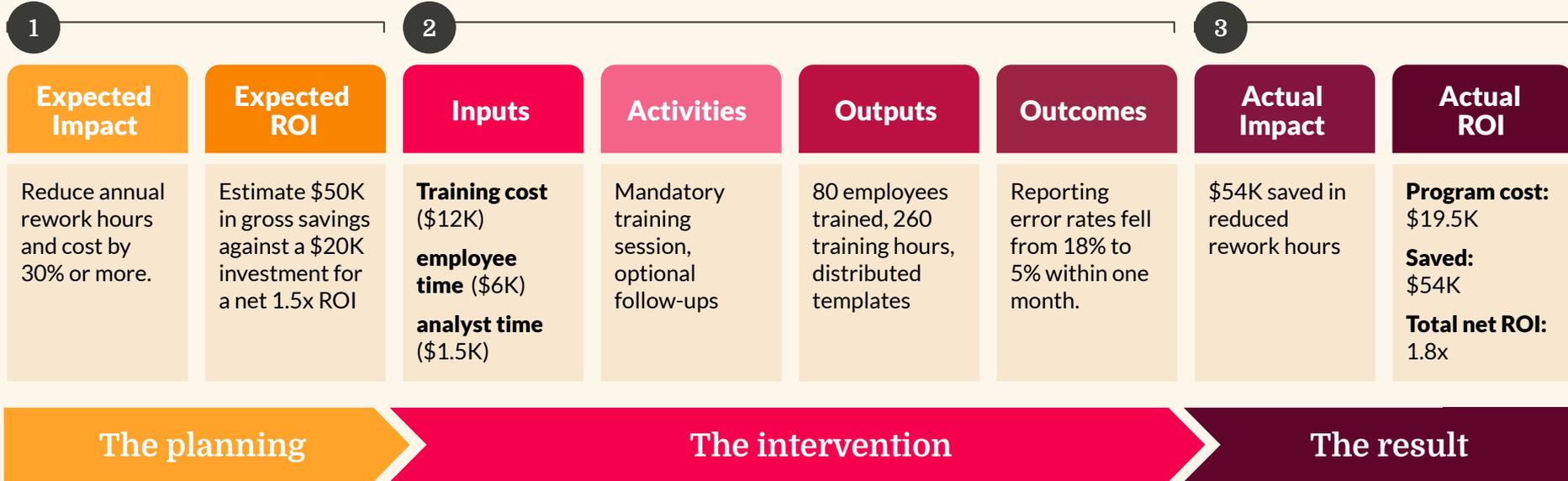
Little or negative change suggests adjustments to curriculum or hands-on practice are needed.

Sample Result



IMPACT MAP EXAMPLE

Excel Training



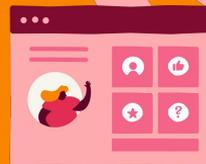
MINI CASE STUDY #2:

Onboarding redesign
Controlled cohort comparison

Scenario

Your startup moved from an ad-hoc welcome plan to a formal 30-60-90 onboarding roadmap.

Leadership wants proof it speeds up new-hire productivity.



Evaluation Design

Controlled cohort comparison

Compare average ramp time of hires under the new process to a cohort onboarded under the old process.

Interpreting Impact

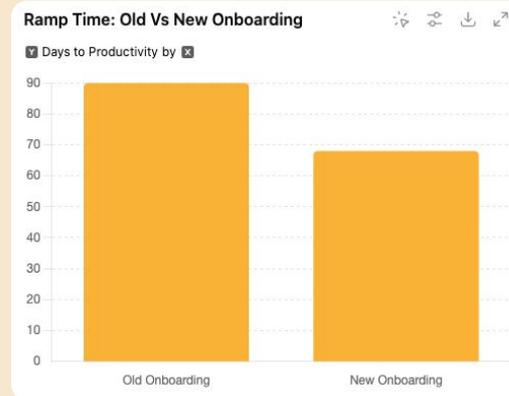
Positive result:

Ramp time drops (e.g., 90 → 68 days), confirming faster integration.

Flat or negative result:

Indicates need to revisit checkpoints or manager training.

Sample Result



MINI CASE STUDY #3:

Mentorship program Matched cohort comparison

Scenario

You launched a six-month mentor-mentee matching program to boost engagement and retention among high-potential employees.

Executives want to see if mentees stay longer.



Evaluation Design

Matched cohort comparison

Pair each mentee with a non-mentee of similar role, tenure, and past performance to create a comparison group.

Interpreting Impact

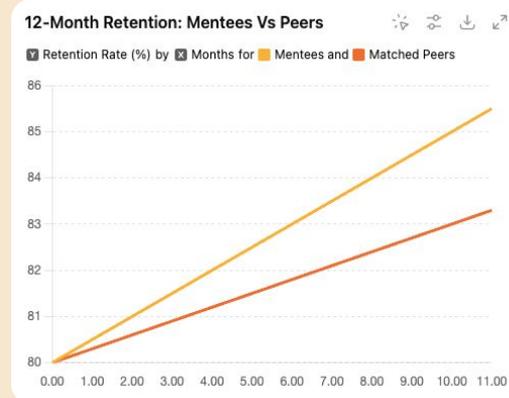
Positive result:

Retention higher among mentees (e.g., 85% vs. 75% after 12 months) → program adds value.

Flat or negative result:

Suggests mentoring pairing or program structure needs redesign.

Sample Result



MINI CASE STUDY #4:

Wellness challenge Difference-in-Differences

Scenario

To reduce absenteeism, you piloted a 6-week step-count challenge.

Participation was voluntary, and you want to know if it drove measurable reductions in sick days.



Evaluation Design

Difference-in-Differences

Compare change in average sick days from before to during the challenge between participants and a non-participating control group.

Interpreting Impact

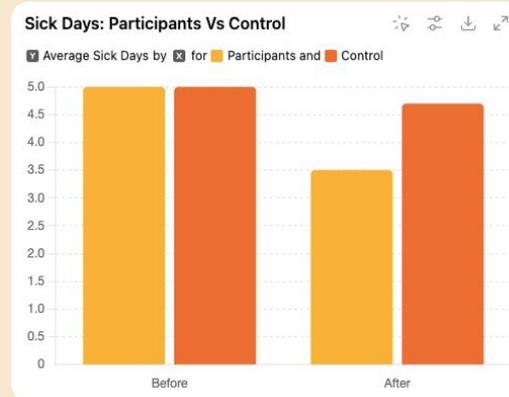
Positive result:

Participants' sick days drop more than non-participants (e.g., -1.5 days vs. -0.3 days), indicating wellness payoff.

Flat or negative result:

Means challenge engagement didn't translate to fewer absences; consider incentive redesign.

Sample Result



MINI CASE STUDY #5:

Policy rollout Interrupted time series

Scenario

Your organization introduced
“Work-from-Home Fridays.”

HR wants to see if this flexibility affects
turnover or productivity over time.



Evaluation Design

Interrupted time series

Track turnover rates and a productivity proxy (e.g., tickets closed per week) for several months before and after policy launch.

Interpreting Impact

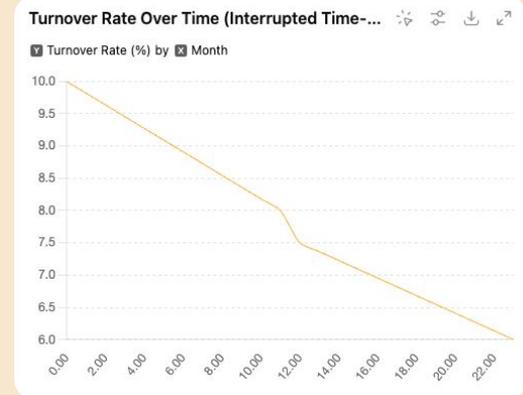
Positive result:

A sustained downward shift in turnover slope or uptick in productivity post-launch signals success.

Flat or negative result:

May require longer observation or qualitative check-ins to surface sentiment.

Sample Result



EVALUATION DESIGN FOR HR: SHEET

CHEAT



HR examples	Evaluation design	Explanation	Who and when
Trainings, workshops	Pre/Post	Ideal when you can measure the same individuals before and after a targeted intervention.	One group Before and after intervention
Process redesign, new platform launch, flexible hours pilot	Controlled cohort comparison	Best when you roll out a new process or program to one group but not another.	Two groups After intervention
Coaching, mentoring	Matched cohort comparison	Useful when participation is voluntary or non-random.	Two “matched” groups After intervention
Wellbeing app pilot, return-to-office incentives	Difference-in-differences	Combines before/after with a control group to net out broader trends.	Two groups Before and after intervention
HRIS platform switch, employee referral bonus increase, parental leave policy update	Interrupted time series	Plot a long run of time-stamped data with a clear “interruption” point.	One group Longer-term before and after intervention



DEALING WITH COMMON CHALLENGES

Challenges



Attribution and
confounded interventions



Small sample size



Data gaps and access



Stakeholder alignment



Mitigation Strategies



Phase rollouts one at a time
Used matched cohorts to isolate effects



Augment with qualitative data
Combine consecutive cohorts



Run an upfront data audit
Schedule regular exports



Align on logic model before launch
Document all assumptions

KEY TAKEAWAYS



Map your impact

Build a concise logic model to align stakeholders and surface your “if-then” assumptions



Choose metrics

Mix leading and lagging indicators, and balance qual and quant. Focus on 3-5 high value metrics.



Apply eval designs

Apply the right evaluation design and tailor it to your situation



Mitigate pitfalls

Phase multiple changes, audit data and align stakeholders



Partner for ROI

Work with Finance to get clarity on benefits and costs

Poll 2

NEXT UP IN THE ANALYTICS JOURNEY

1

Foundations of HR data & analytics

Asking meaningful questions

2

Making sense of HR data

Basic statistics & interpretation

3

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Measuring the effectiveness of HR interventions

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Data storytelling

Turning data into compelling narratives

5

Scaling people insights

Fostering a data-first culture

In Good Company

A collective of people-first
leaders on a mission to
change how work, should
work—for everyone.



Join the
Community

