

HR ANALYTICS UNLOCKED

Session 5:
Scaling People Insights
Fostering a Data-First Culture

Hi Bob INSIGHTS LAB

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Market Insights Manager

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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

Foundations 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



Setting the Stage

Why Resistance Happens

Why Culture Trumps Technology

Alex's Journey: When Good Data Goes Unheard

Building Trust

The Three Pillars of Data Trust

Mapping Influence & Alliances

Embedding Insights

Embedding Analytics into Workflows

Objection-Handling Cheat Sheet

Handling Tough Moments

Delivering Difficult Insights

Sustaining an Evidence-Based Culture

Next Steps

Key Takeaways & Action Items



WHY RESISTANCE HAPPENS

People are uncooperative in times of change because they fear the loss of...

- **Pride-** letting go of a status quo they built
- **Time-** no bandwidth to process more change
- **Competence-** worry that AI redefines “high potential”
- **Narrative-** breaks in “past-to-future” storylines
- **Familiarity-** uncertainty about what comes next
- **Livelihood-** concerns about career-ending AI capabilities

Confusion and fear can lead to resistance and pushback



WHY CULTURE TRUMPS TECHNOLOGY

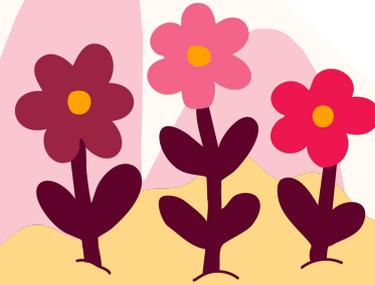
Data Fluency vs. Data Intimidation



Technology Alone

70% of analytics failures root in people/process, not tools

([Analytics Week](#))



Culture + Tech

Culture Is The Soil Where Insights Grow

ALEX'S JOURNEY: WHEN GOOD DATA GOES UNHEARD

1

DISCOVERY

Hidden
turnover spike

2

RESISTANCE

“Our numbers
look fine”

3

REFRAME

From “risk” to
“protecting
product vision”



THE THREE PILLARS OF DATA TRUST

PILLAR

ACTION

RESULT



Credibility

Share source & lineage

“Where’d that come from?” → answered



Clarity

Tell the “so what” story

Insight tied to business goals

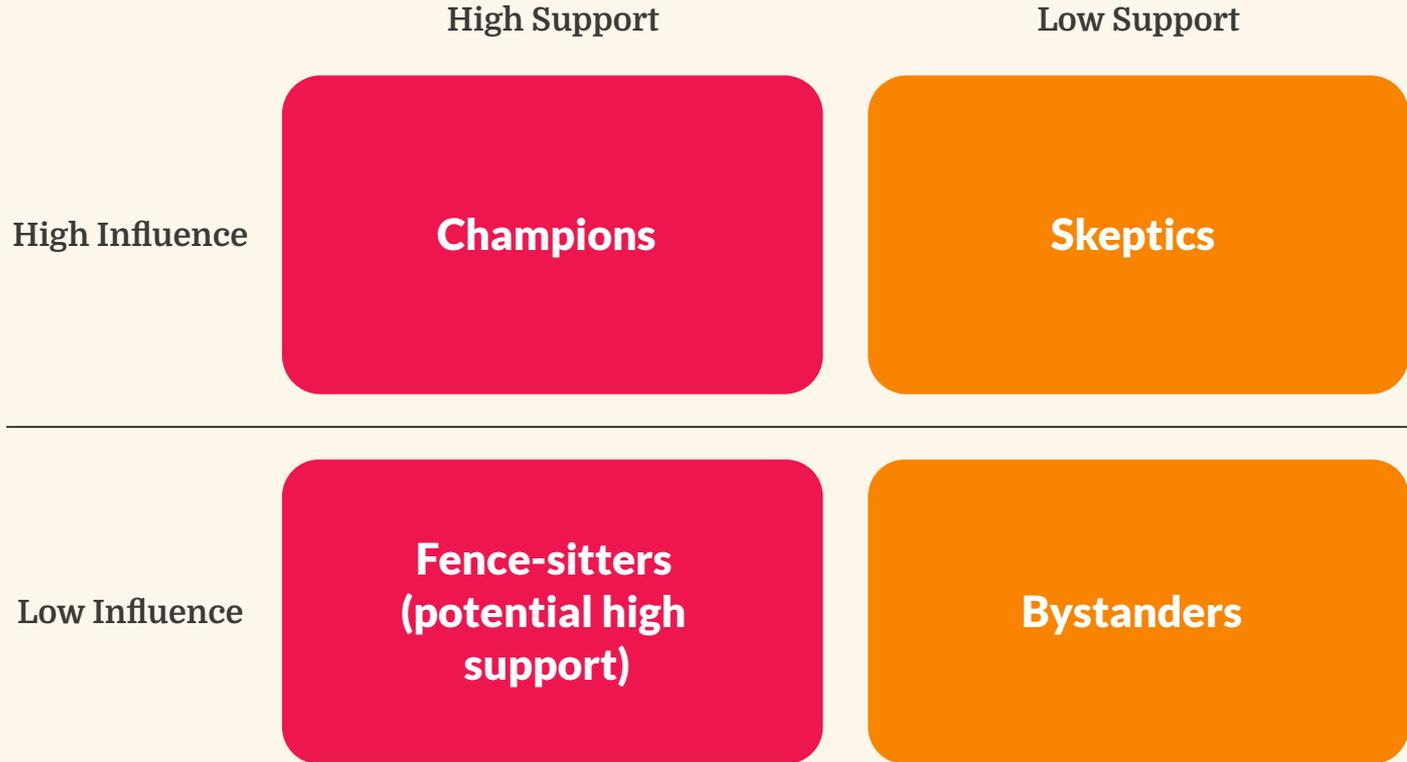


Consistency

Regular, predictable cadence

Builds rhythm & accountability

MAPPING INFLUENCE & ALLIANCES



EMBEDDING ANALYTICS INTO WORKFLOWS

Rituals

1:1s, stand-ups,
performance reviews

Triggers

Slack/email alerts
for key thresholds

Self-service

Role-based
dashboards



Data



Dashboard



Alert



1:1 Meeting

OBJECTION-HANDLING CHEAT SHEET

Objection 	Reframe 
"Data is too complex."	"Here's the 3-question summary you need."
"We've never done it that way."	"Let's pilot for four weeks—low lift, high ROI."
"Bad data = bad decisions."	"Let's improve data quality together: quick win first."
"This isn't a priority right now"	"What's top of mind right now? Let's align our insights to that goal."
"We don't have the bandwidth to act on this"	"What if we assign just one person for a 1-hour pilot, we'll prove value in days."

DELIVERING DIFFICULT INSIGHTS

Tough news \neq culture collapse

1

Frame Context

“Remember our goal...?”

2

Show Insight

Clear chart with one message

3

Acknowledge Emotion

“I know this isn’t what we hoped.”

4

Offer Solutions

Three action options

5

Invite Collaboration

“Which feels most doable?”

SUSTAINING AN EVIDENCE-BASED CULTURE

Rituals

Regular forums to share and debate insights



Rewards

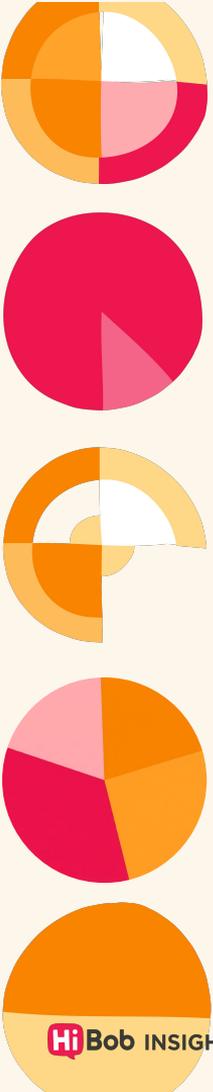
Celebrating data champions (even for tough news)



Reinforcement

Ongoing audits and retrospectives





KEY TAKEAWAYS & NEXT STEPS

Your roadmap to an
evidence-first culture



Map your stakeholders (champions, fence-sitters, skeptics, bystanders)



Audit existing rituals and embed analytics into one workflow



Pilot one “data trigger” with a 1-hour test run



Practice the bad-news delivery framework



Plan your first “Insights Hour” or peer data lab

Poll 2

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In Good Company

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



Join the
Community

