

# CREATING MORE BUSINESS VALUE WITH PEOPLE ANALYTICS: HOW BRAMBLES IS BUILDING A DATA-DRIVEN HR FUNCTION

Company: Insight222 & Brambles  
Awards Category: People Development

INSIGHT 222 Brambles

## IDEATION

myHRfuture PLAY is an immersive learning experience that combines digital learning with interactive bootcamps. These bootcamps provide participants with practical simulations to explore and experiment with data in a safe environment that empowers them to turn theory into practice and apply their learning immediately on the job. This program helps participants develop their skills to:

- Frame abstract business problems to turn them into clear hypotheses that can be verified.
- Interpret analytics to reveal insights and interact in data-based conversations with business leaders.
- Show better confidence in dealing with various stakeholders at different seniority levels.
- Make convincing recommendations and use compelling storytelling to drive actions.

## IMPACT

Brambles has recently been awarded one of the 15 Global Top Employer accreditation. In the overall assessment for this accreditation, Top Employer gave Brambles some great recognition for their practices, behaviours and capabilities in People Analytics. Other measures of success:

- Individual and collective skills assessments at the start and at the end of the program.
- Recurring external benchmarks and trending analysis of our capabilities, behaviours and practices
- Dashboard usage is monitored, and targeted corrective actions are taken where appropriate to maximise adoption
- Report and project requests submitted to the People Analytics team are tracked to measure volume, complexity and trends vs previous years.
- HRBPs and participants are expected to feel comfortable and present people insights and influence evidence-based decisions when attending business meetings.

## CONCLUSION

*'The improved access to and use of people data analytics has been revolutionary for our HR function but also Brambles as a whole. The ability of our HR community to self-serve live, easily accessible and highly configurable data sets in intuitively presented formats has significantly improved the capability of our whole function to diagnose, respond to and track business issues and opportunities across a range of people issues such as attrition, attraction and DEI.'*  
Chief People Office

*'The myHRfuture bootcamps helped me understand how crucial asking the right questions is and how creating a compelling narrative can be a start of a great collaboration with the business towards a shared goal. Since I've been through the training, I look at the data differently before I engage with my business stakeholders.'*  
HR Manager, Europe

## CONTEXT

Brambles is a world leader in supply-chain logistics, operating in more than 60 countries, with 12,000 employees and \$5.5B annual revenue in 2022.

In 2021, Brambles decided to deploy myHRfuture Academy as an Online Capability Academy to support their company-wide digital transformation and, more especially, to build a data-driven culture across HR to help them increase their business impact.

In 2022, it was decided to roll out a cohort-based learning program called myHRfuture PLAY to build advanced data-led capabilities with a defined group of HRBPs and COE leaders.

## IMPLEMENTATION

The myHRfuture PLAY program follows the 80-20% rule of design modelling, consisting of 80% off-the-shelf content and learning activities created/curated by experts at Insight222, and 20% contextualisation with the client.

To implement the program, Brambles teams in L&D, HR and People Analytics partnered with Insight222 to offer the best possible learning experience to participants and create the conditions for success. Content was also curated directly from Brambles resources to add 'local colours' and make it even more relevant for participants.

## INNOVATION

According to the latest LinkedIn Workplace Learning Report, 'Analytical thinking' is part of the 'Top 10 skills companies need most'.

What does it mean for HR professionals? How to use critical thinking to help business leaders identify and prioritise their highest value business problems? How to translate these business problems into hypotheses?

According to Qlick research on Data Literacy, 58% of organisations offer data literacy training, but it is primarily offered to those working in specific data-related roles. Only 12% of organisations where HR is being offered such training...

Our mission at Insight222 is to upskill HR at scale to develop data-led capabilities to generate more business value with People Analytics.

## AN IMMERSIVE LEARNING JOURNEY

