

The background features a complex, abstract pattern of thin, teal-colored lines that flow and curve across the page, creating a sense of movement and depth. The lines are most dense on the right side and become sparser towards the left.

Ethics Charter

**6 Steps to Ethically
Sound People Analytics**

No Data Ethics, No Sustainable Analytics Value

Data ethics uncertainty partly explains why so many companies struggle to show tangible value from their data analytics work. In our conversations with well over 100 of the Fortune 500 companies, a consistent feature was the difficulty people analytics leaders face in showing real value.

The Insight222 survey showed that 30% of respondents couldn't give an affirmative answer that their people analytics work had produced tangible value. It is one of the key reasons why we see companies restructuring their analytics functions or taking a step back from their initial commitment to people analytics.

What is the solution? We believe that every company needs to have clear guidance and alignment around the employee data it should collect; especially how it should collect, analyse, store, use, and distribute it.

Insight222 worked with 15 leading Global 500 companies (the “i222 group”) in a co-creation effort that unveiled a set of principles and led to a universal data ethics charter.

The participating companies invested countless hours, travelled to meetings in the US and Europe, and shared their expertise and know-how because they understand that to build a sustainable and successful function, both management and employees need to trust the data and analytics methods and process.

The People Analytics Data Ethics Charter

The data ethics charter developed by the Insight222 group, and the tools to help users go from insight to action, are described below. They encompass six recommendations:

1. Define what's important to you

The tenets of your approach to collecting, analysing, and sharing people data need to be clearly defined and the people analytics team is the right team to take the lead. Other stakeholders in the organisation, such as data privacy officers and the legal team, have a risk-focus when it comes to data. The people analytics team also understands the benefits that both management and the employees can derive from the proposed data analytics project and weigh risk and benefit.

2. Align key stakeholders

One of the more surprising findings of the Insight222's group's work is the sheer number of stakeholder groups: 27! Each of the 27 stakeholders has legitimate interests in the analytics work. One of the values of the co-creation is the creation of an intelligent grouping methodology to make alignment practically feasible. Once you know your key stakeholders, engage with each to assure your principles address their key concerns. If not, iterate on your principles or iterate on your messaging.

Does your senior leadership team (inside and outside of HR) align on data ethics and privacy?



3. Demonstrate/communicate the specific individual benefit

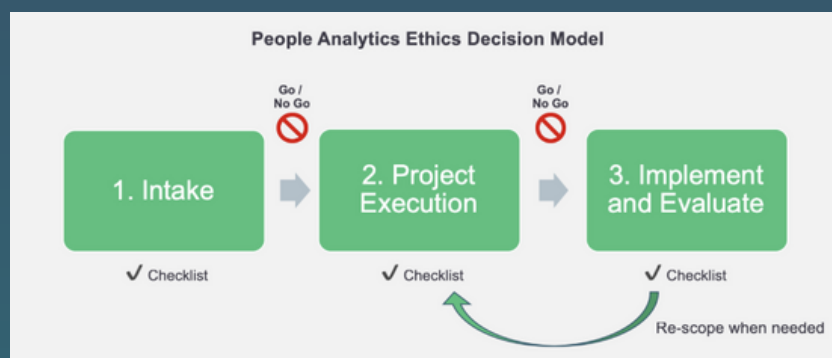
The power of the charter is that it enables organisations to drive analytic projects with greater speed. However, this only works if the charter is well-known and accepted. A proactive and sustained communication approach is key to socialising your charter internally. The Insight222 group suggests including case examples where the charter was used to protect the stakeholders and create value for the employee. In fact, the Insight222 group's work revealed that a key question has to be: what is in it for the employee? If no specific benefit can be derived for employees, be careful.

4. Create a process to get to your goal

The charter creation is not a one-time conversation, a single day-long meeting, or an off-site. A truly effective charter creation is also a change management process (i.e. a multi-round conversation). This is another reason why the co-created charter is so valuable: it can speed up the initial stages, includes the credible insight from 15 highly respected, world-class organisations, and shows what best practice looks like.

5. Develop an implementation plan

Your implementation plan is adjacent to the multi-round creation process. This plan must contain clear actions steps for each phase of your people analytics project. The Insight222 group suggests a three-step decision model with go/no-go stage gates at each phase. These gates assure that your project stays within the boundaries of your ethical guidelines.



6. Translate your charter into action questions

A charter and decision model becomes actionable when it can be tested. Create specific questions for each stage of the analytics project to test whether the project conforms to your agreed ethical norms. Insight222 and its co-creation partners developed a set of specific, practical questions** that enable quick implementation.

Insight222 People Analytics Program[®]

Network with peers. Grow your influence. Solve business problems. Learn from industry leaders

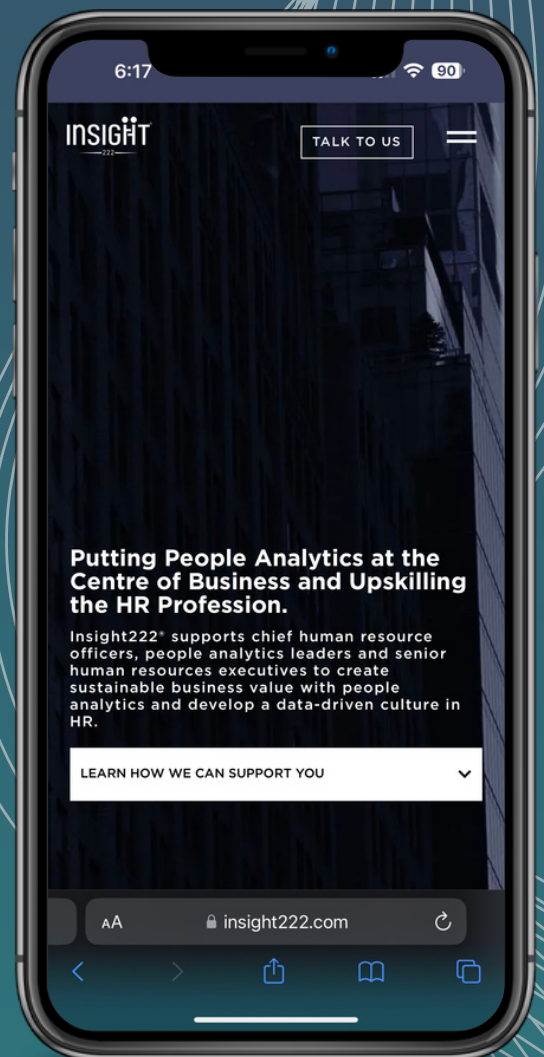
The only networking and learning program in the world, dedicated to people analytics leaders, delivered by ex-practitioners.

To find out more about the Insight222 People Analytics Program[®] and how it can help support you and your team today contact us by clicking the link below.

[Contact Us Online](#)

You can also discover more about our services by clicking below.

[Discover Our Services](#)



www.insight222.com
www.myhrfuture.com

INSIGHT[®]
— 222 —