**THE HR PROFESSIONAL**

**Learning Outcome 3: ACTIVITY 4**

**SMALL GROUP ACTIVITY**

**Grounds.com retention**

**Aim:**

The aim of this activity is to analyse qualitative and quantitative data and present information pictorially.

**Objectives:**

* To analyse data extracted from an HR data base and present as information.
* To carry out a variety of calculations and draw conclusions to inform decision-making
* To present information pictorially in the form of a bar chart, pie chart and line graph.

**Task brief:**

Over the last year, Grounds.com has made a number of changes to both their recruitment and selection procedures and also the terms and conditions staff are employed under. For some time you have had concerns that these may not be working well for the organisation and that you are definitely seeing some issues arising when trying to fill vacancies. Yesterday one of the senior managers commented that he seems to be seeing new faces around every day. Today a line manager complained that yet gain he is looking for staff.

This gets you thinking and you identify the following data from your new HR Management Information System.

|  |  |  |  |
| --- | --- | --- | --- |
|  | This year | Last year | Two years ago |
| Average number of employees in the year  | 250 | 220 | 200 |
| Number of leavers | 35 | 10 | 10 |
| Number of joiners | 70 | 45 | 25 |
| Number of employees with at least 1 year’s service  | 210 | 175 | 170 |

You also been able to obtain a summary from the system of the reasons given by some leavers although many have declined to respond to exit interview questions so this may not be truly representative.

|  |  |  |  |
| --- | --- | --- | --- |
| Reason for leaving | Total | Men | Women |
| Retired | 5 | 4 | 1 |
| Better pay elsewhere | 1 | 1 | 0 |
| Job was not what they expected | 8 | 2 | 6 |
| Did not enjoy working for Grounds  | 2 | 0 | 2 |
| Did not enjoy working for their line manager | 5 | 2 | 3 |
| No opportunities to progress | 1 | 0 | 1 |
| Decided on a career change  | 3 | 2 | 1 |

Tomorrow is the weekly management meeting and you decide to put “retention” on the agenda. In preparation for the meeting answer the following questions:

* What is the turnover percentage for the last three years?
* What is the retention/stability percentage for the last two years?
* In relation to reasons for staff leaving, what is the mode?
* What percentage of leavers did not enjoy working for the Company?
* In relation to joiners, what is the mean for the last three years?
* In relation to leavers, what is the percentage split between men and women?
* From the above information and your calculations, what conclusions do you draw and what would you recommend as possible retention strategies?

Using the information generated you decide to present this pictorially and prepare:

* A pie chart summarising the reasons for people leaving.
* A bar chart summarising leavers and joiners for the last three years
* A line graph to compare the average number of employees to those with at least one year’s service. How useful is this analysis?

(Can you identify other charts might be useful to prepare and in what format?)

**Outcomes:**

You will have analysed data and generated information which can be presented for discussion at the weekly management meeting.

**Time:**

You have 45 minutes to prepare your analysis and outline presentation.