

Colgate-Palmolive and One Model: Building a Data-Driven People Strategy



About Colgate-Palmolive

INDUSTRY

Consumer Packaged Goods

COMPANY SIZE

34,000 employees



Courtney McMahon
Head of Global People Analytics



Colgate-Palmolive is a global consumer goods leader with iconic brands in oral care, personal care, home care and pet nutrition: the Colgate brand is in more homes than any other. With people in approximately 100 countries and selling its essential health and hygiene products in 200 countries and territories, the company embarked on a journey to elevate its People Analytics capabilities to support its workforce and advance its purpose to reimagine a healthier future for all people, their pets and our planet. In 2020, the company selected One Model to help transform its people data infrastructure, democratize access to insights, and foster an evidence-based foundation for its HR strategy.

Now over five years into this partnership, Colgate-Palmolive has turned People Analytics into a core enabler of its HR strategy, with wide adoption of One Model across business units and centers of excellence. The results? A self-service analytics environment that's helping HR, business leaders, and teams across the company make faster, more consistent, and more strategic talent decisions, which in turn supports business growth and the company's purpose.

The Challenge

Inconsistent Data and Inefficient Tools

As Colgate-Palmolive initiated their People Analytics journey, they identified several challenges that needed to be addressed.

One of the primary concerns was the lack of consistency in calculations. Reports across regions or divisions often differed because local HR teams calculated key metrics independently, creating inefficiencies as well as inconsistencies in data presentation.

|| There were limited standardized calculations for what people were presenting to a global audience, so data across regions didn't necessarily match.

—Edwin Aiken, People Analytics Manager, Colgate- Palmolive

Colgate-Palmolive laid the groundwork for change by building an internal solution using various systems to achieve an initial level of success standardizing key metrics. However, they recognized that expanding beyond initial data sets, providing on-demand visibility and improving the user experience would require significant resources, so the team pivoted to a partnership model to accelerate the journey to a unified People Analytics capability.

|| I ask people, 'Do you remember running the Active Employee Report?' It took so long, and you'd have to clean everything independently just to get something usable.

—Edwin Aiken, People Analytics Manager, Colgate- Palmolive

Colgate-Palmolive's team came to the conclusion that a successful People Analytics strategy required a tool with greater flexibility, accessibility, and real-time performance. This insight drove the decision to seek an integrated solution powerful enough to support their people strategy.



The Solution

Empowering HR with One Model

Colgate-Palmolive began working with One Model in 2020 following a proof of concept in 2019. The implementation addressed several key priorities.

1. Centralizing and Standardizing Data

Establish a unified platform that integrates data from disparate systems, including SAP SuccessFactors, SAP HCM, and ATS, LMS and survey platforms to provide a unified view into people data and drive consistent data definitions across teams and regions.

|| We see that people are consistently leveraging One Model as their first point of HR data access.

—Courtney McMahon, Head of Global People Analytics, Colgate-Palmolive

2. Enabling Self-Service Analytics

Provide Business HR, Centers of Excellence, finance leaders and division presidents with access to tailored dashboards and storyboards. This eliminates bottlenecks, improves agility, and boosts data literacy and decision making across the organization.

|| For leaders like the SVP, Global Inclusion & People Relations, this access has been transformative—revealing a depth of insight that made her feel truly prepared to drive meaningful change.

—Courtney McMahon, Head of Global People Analytics, Colgate-Palmolive

3. Improving Talent Planning

Enable standardized talent review processes and visibility into people manager progression to generate insights to support proactive leadership development. For example, knowing when employees became first-time managers allows Colgate-Palmolive to distinguish between new and experienced managers and cross-reference data with other metrics. This insight revealed that lower-tenure managers were more likely to face steeper learning curves, prompting targeted support efforts for this population.

|| One Model helps us identify new people managers and track areas needing development earlier. That kind of insight wasn't possible before, and helps us develop our talent more effectively.

—Courtney McMahon, Head of Global People Analytics, Colgate-Palmolive

4. Driving Data Governance

Identify inconsistencies in job codes, compensation, and other foundational data to enable better governance and cleaner downstream analytics.

|| Surfacing inconsistencies is a good thing — we need clean data.

—Edwin Aiken, People Analytics Manager, Colgate-Palmolive

The Impact

Data-Driven HR

Colgate-Palmolive's HR team, supported by One Model, has transformed the way they work with data. All of HR has access to real-time data, visualized through intuitive dashboards. Leaders are able to validate their instincts with facts, and the People Analytics team is seen as a strategic partner.

Key outcomes include:

- **Democratized data to enable decision makers and operations teams** within HR and business teams, enabling them to answer complex questions without relying on a central team. This reduces turnaround times from days or weeks to minutes and leads to faster, more confident decision-making across the business.
- **Data driven, consistent decision-making**, driven by standardized metrics and centralized data access. Leaders can access trusted data instantly and align on a shared understanding of key metrics. This has streamlined everything from talent reviews to organizational planning and ensured that leadership teams are making better decisions grounded in data, not guesswork.
- **Increased data governance maturity**, enabling smarter and more secure data usage. One Model has helped Colgate-Palmolive enforce better practices across data entry, structure, and analytics.

Colgate-Palmolive continues to deepen its use of One Model across talent acquisition, compensation, and learning. As the company refines its data strategy and governance, One Model remains central to enabling visibility, agility, and continuous improvement in its people strategy.

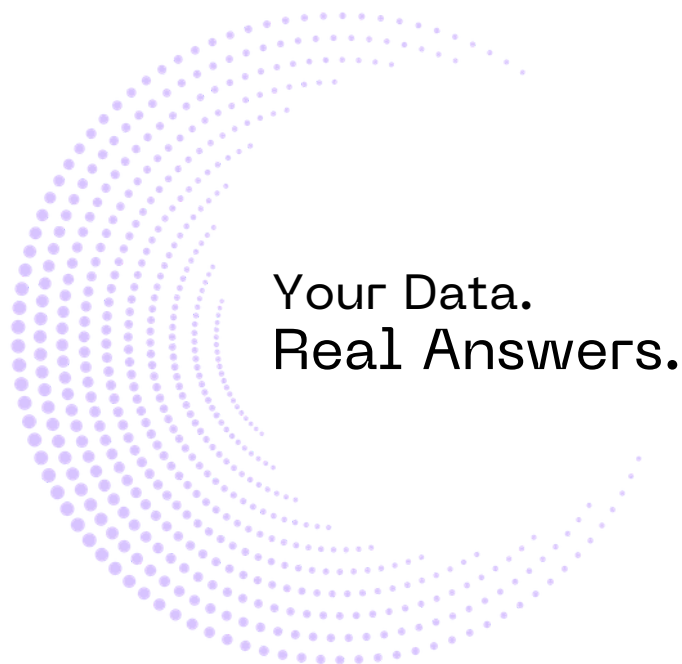
About One Model

One Model pioneered people data orchestration and developed flexible predictive models that empower large and rapidly growing companies to unlock transformative insights and implement data-driven workforce strategies. Our platform is purpose-built to alleviate technical burdens for data scientists, engineers, and HR leaders, offering the most flexible and secure solution available today.

Committed to ethical data practices, we uphold the highest standards of security, privacy, and transparency—providing confidence in every decision powered by One Model.

Founded in 2014 by workforce analytics veterans Chris Butler, David Wilson, and Matthew Wilton, One Model was born from decades of industry expertise. The founders began their journey at Infohrm (later acquired by SuccessFactors and then SAP), where they witnessed the significant challenges organizations faced in assembling complex HR data and turning it into actionable insights. This experience inspired them to build One Model with a clear mission:

Make an organization's most complex data accessible and valuable.



Your Data.
Real Answers.

At One Model, we believe people are your company's most valuable asset. By systematically enabling better people decisions, we help organizations unlock their full potential. Our pre-built, highly customizable platform empowers business leaders to effortlessly access and analyze workforce data, rapidly generate strategic insights, enhance the effectiveness of their people leaders, and achieve measurable financial results.

Discover how we can help your organization thrive at onemodel.co.

Ready to learn more about One Model's People Analytics platform?

Scan to schedule a demo today:

