

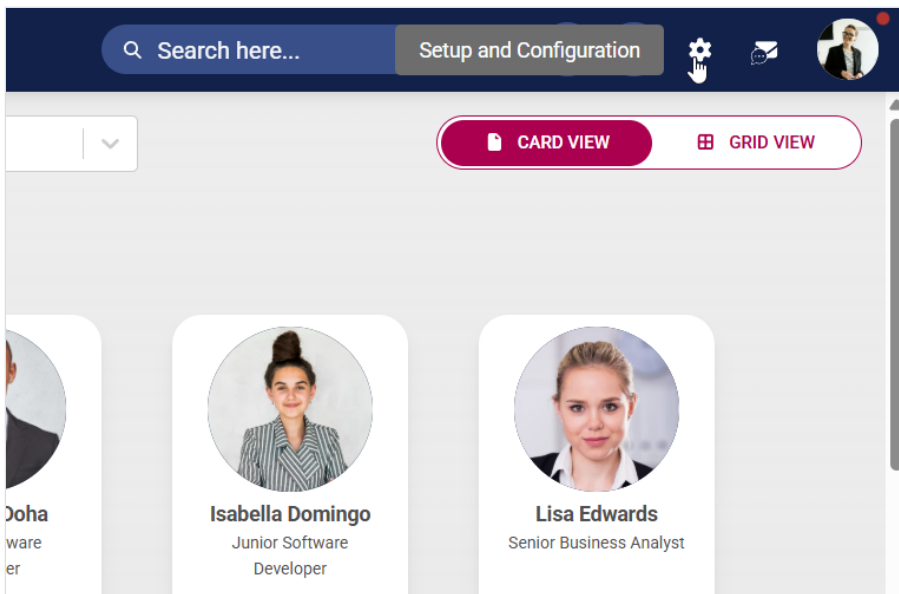
# Create People Groups

A target audience, or a **People Group**, can be created to identify users based on specific criteria. The goal is to group users in a way that optimises processes such as:

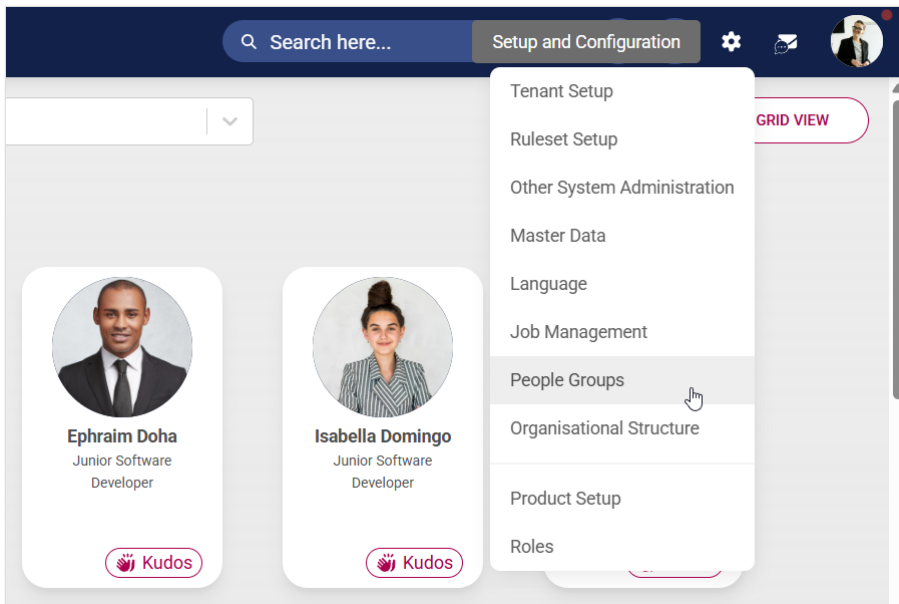
- reporting,
- communication,
- performance tracking, and
- workforce planning.

After successfully importing users into the system, **people groups** can now be created.

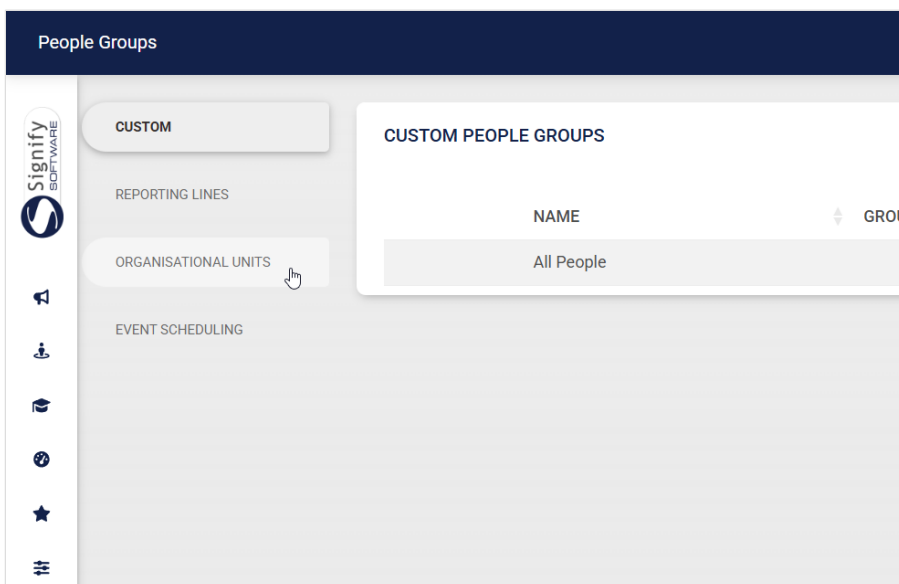
- Click the **gear icon** to access the **Setup and Configuration** menu.



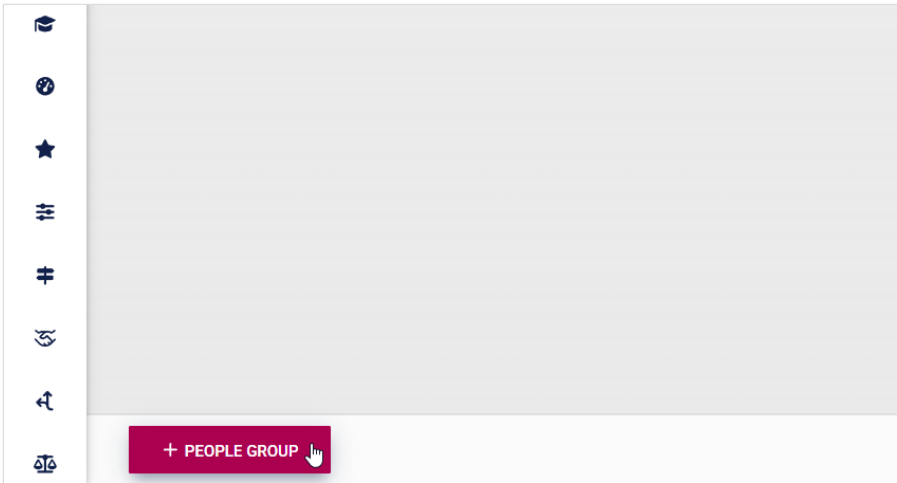
- Click **People Groups** in the drop-down menu.



- You can create target audiences based on several factors. These include, but are not limited to:
  - **Organisational factors** (department, team, location, reporting lines, etc.)
  - **Job-related factors** (job title, job level or grade, employment type, etc.)
  - **Tenure and employment history** (length of service, start date in company, etc.)
  - **Skills and competencies** (certifications and qualifications, soft skills, technical skills, etc.)
  - **System-related responsibilities** (administrative rights, project involvement, etc.)
- For our example, we will be creating a people group based on an organisational unit. On the **left-hand menu**, click **Organisational Units**.



- At the bottom of the screen, click **+PEOPLE GROUP**.



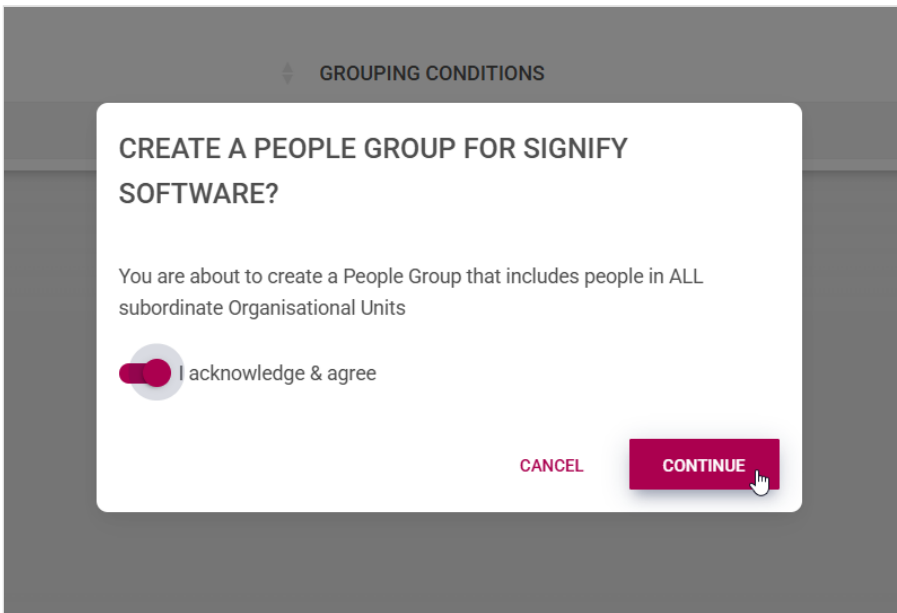
- Expand the organisational structure to find the organisational level you are searching for.
- When creating a people group, you have two **inclusion options**:
  - Include people only within that organisational unit, excluding users in subordinate levels. Do this by clicking the icon of an **individual**.



- Include people within that organisational unit, as well as all subordinate levels. Do this by clicking the icon of a **group of people**.



- After selecting the type of people group you would like to create, click to acknowledge and agree. Click **CONTINUE** to proceed, or **CANCEL** to discard your changes.



- After creating people groups, it may take some time for them to sync with the system. To trigger the sync manually, follow the steps outlined in the [Bulk Additional Service Imports](#) section of this chapter.

