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Enhancing HR Capabilities with Artificial Intelligence: A Strategic Training

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Barcelona (Spain)



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Introduction

In today's fast-evolving digital landscape, Enhancing HR Capabilities with Artificial Intelligence has become a strategic imperative for organizations in the MENA region. As government entities, financial institutions, oil and gas corporations, and private sector firms strive to increase operational efficiency and workforce engagement, the integration of AI into HR functions offers a powerful competitive edge.

This course is designed for HR professionals, executives, department leaders, and aspiring managers across various industries—such as telecom, public sector, banking, and project management—who seek to upskill and align with the latest global HR tech trends. Whether you're at the start of your career or leading large teams, mastering AI-driven HR practices is vital for delivering value-driven human capital solutions.

Through hands-on training and practical insights, this program empowers participants to modernize their HR departments by adopting AI tools for recruitment, talent management, performance evaluation, and strategic workforce planning. The result is smarter decision-making, enhanced productivity, and greater agility.

Course Objectives

By the end of this course, participants will be able to:

- Understand the core principles of Artificial Intelligence and its relevance in HR.
- Identify key AI-driven applications across HR functions e.g., recruitment, learning, and development.
- Analyze real-world use cases of AI in workforce planning and talent analytics.
- Apply AI tools to enhance employee experience and engagement.
- Evaluate AI ethics and compliance considerations in the HR context.
- Design data-driven HR strategies using predictive analytics.
- Leverage AI for reducing bias and improving decision-making quality.
- Build frameworks to align AI adoption with organizational goals.



Course Outlines

Day 1: Introduction to AI in Human Resources

- Overview of Artificial Intelligence and its foundational technologies machine learning, NLP.
- The digital transformation of HR in the MENA region.
- Understanding how AI augments human capabilities in HR settings.
- Key AI trends reshaping global HR practices.
- Types of AI tools and their applications in core HR functions.
- Challenges of traditional HR models and how AI overcomes them.

Day 2: AI in Recruitment and Talent Acquisition

- Automating candidate sourcing and screening with AI-powered platforms.
- AI in resume parsing and intelligent shortlisting.
- Chatbots for initial candidate engagement and FAQs.
- Predictive analytics for hiring success and cultural fit.
- Bias reduction techniques using AI in recruitment.
- Group exercise: designing an AI-based recruitment workflow.

Day 3: AI-Enhanced Learning, Development, and Engagement

- Adaptive learning platforms for personalized employee development.
- Using AI to identify skill gaps and training needs.
- Gamification and microlearning using intelligent systems.
- AI in feedback collection and sentiment analysis.
- AI-driven performance support and coaching tools.
- Workshop: creating a personalized L&D AI roadmap.

Day 4: Workforce Analytics and Strategic Planning

- Introduction to predictive and prescriptive workforce analytics.
- Scenario modeling and workforce forecasting using AI.
- Identifying attrition risks and retention strategies through AI insights.
- Performance tracking and intelligent KPI monitoring.
- Integrating AI tools with HRIS and other enterprise platforms.
- Case study: Using AI to support strategic headcount planning.



Day 5: Compliance, Ethics, and Future-Proofing

- Legal and ethical considerations of AI usage in HR.
- Ensuring transparency, fairness, and explainability in AI algorithms.
- Building responsible AI governance frameworks.
- Final project: developing a blueprint for AI transformation in HR.
- Peer review and feedback session.
- Course recap, Q&A, and action planning.

Why Attend this Course: Wins & Losses!

- Gain practical skills in applying AI across diverse HR functions.
- Learn from global trends while contextualizing to local MENA markets.
- Strengthen strategic HR planning through data-driven insights.
- Automate routine tasks to free up time for strategic work.
- Improve hiring accuracy and reduce human bias in decision-making.
- Design employee experiences that boost engagement and productivity.
- Future-proof your HR department against rapid digital changes.
- Receive a recognized certification that validates your digital HR capabilities.

Conclusion

Enhancing HR Capabilities with Artificial Intelligence is not just a trend—it's a business necessity for forward-thinking organizations. This comprehensive course offers professionals at all levels the opportunity to develop real-world expertise in integrating AI into the HR function. From recruitment automation to predictive workforce analytics, the training empowers participants to take proactive roles in shaping the future of HR in their organizations.

By bridging the gap between human expertise and machine intelligence, this course prepares HR leaders to meet modern talent challenges with precision, agility, and confidence. The practical knowledge, hands-on exercises, and strategic frameworks shared in this program are designed to produce immediate impact and long-term transformation.

