

AI in HR Management

15 – 26 March 2027
Madrid (Spain)

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Introduction

Artificial intelligence is reshaping the HR landscape, shifting the function from administrative, repetitive tasks into a strategic, data-driven powerhouse that influences culture, performance, and organizational growth. Today's HR teams are expected to use advanced analytics and intelligent systems to enhance decision-making, elevate employee experience, predict risks, and support business transformation.

This 10-day advanced program is designed for HR professionals, team leaders, and business executives who want to go beyond basic HR technology tools and build a comprehensive, future-ready AI-enabled HR strategy.

The program covers every stage of the employee lifecycle—from recruitment, onboarding, performance, learning, and employee experience to ethics, governance, and leading AI-driven HR transformation.

It combines conceptual understanding with hands-on applications, case studies, and practical workshops, enabling participants to move from knowledge to execution and build a tailored AI in HR action plan for their organizations.

Course Objectives

By the end of this advanced 10-day program, participants will be able to:

- Explain core AI concepts and understand their relevance to modern HR practices.
- Use data and predictive analytics to support strategic HR decision-making.
- Design and optimize AI-powered recruitment and talent acquisition journeys.
- Build intelligent systems for learning, development, and performance management.
- Apply NLP, sentiment analysis, and chatbots to enhance employee experience.
- Identify and manage legal, ethical, and bias-related risks in HR algorithms.
- Develop an HR analytics roadmap and a governance framework for AI.
- Lead and manage digital transformation initiatives driven by AI in HR.
- Measure ROI and evaluate the organizational impact of AI solutions.
- Produce an actionable and customized "AI in HR Strategy & Implementation Plan."

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

Course Outlines - 10 Days

Day 1 - Foundations of AI in HR

- What is AI? Key concepts: ML, NLP, automation, and generative AI.
- Transition from traditional HR to digital and AI-enabled HR.
- Global trends and real-world use cases across the HR function.
- Overview of the HR technology landscape and major solution providers.
- Opportunities and risks: where organizations should begin and what to avoid.

Day 2 - HR Data, Metrics, and Predictive Analytics

- Key HR data sources and principles of data quality.
- Understanding descriptive, predictive, and prescriptive analytics.
- Building HR dashboards: turnover, hiring funnels, and performance insights.
- Use cases: predicting attrition, identifying high-potential employees.
- Hands-on activity: framing a predictive HR problem.

Day 3 - AI-Driven Recruitment & Talent Acquisition

- AI-powered Applicant Tracking Systems ATS and their capabilities.
- Automated résumé screening, scoring, and ranking.
- AI-based candidate-job matching using machine learning.
- AI-enabled interviews, assessments, and structured decision scoring.
- Workshop: designing a full AI-supported recruitment journey.

Day 4 - Onboarding, Internal Mobility & Workforce Planning

- AI tools that enhance onboarding and early-tenure success.
- Intelligent internal job marketplaces and personalized career paths.
- Scenario planning and workforce forecasting using AI models.
- Cross-industry case studies.
- Group exercise: mapping AI opportunities across the employee lifecycle.

Day 5 - Learning, Development & Performance Management

- Personalized learning paths and adaptive learning technologies.
- Recommendation systems for courses, mentors, and skills development.
- AI-enabled performance reviews, goals, and continuous feedback.
- Linking skills data to career development and succession planning.
- Workshop: designing an AI-enabled learning and performance ecosystem.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

Day 6 - Employee Experience, Chatbots & Sentiment Analysis

- HR chatbots and virtual assistants for support and service delivery.
- Automation of FAQs, HR ticketing, and employee self-service.
- Using NLP to analyze surveys, pulse checks, and employee feedback.
- Detecting early indicators of disengagement and burnout.
- Practical activity: designing a chatbot use case for HR.

Day 7 - Ethics, Fairness & Legal Compliance in AI for HR

- Legal frameworks and global regulations for AI and data protection.
- Algorithmic bias: sources, real-world examples, and organizational impact.
- Methods to audit, test, and mitigate bias in HR algorithms.
- Transparency, explainability, and accountability in AI-driven HR decisions.
- Building an AI governance model and ethical guidelines.

Day 8 - Architecture, Tools & Vendor Management

- Typical AI architecture and tech stack for HR systems.
- Build vs. Buy: evaluating in-house development versus external vendors.
- Integration challenges with HRIS, payroll, and other enterprise systems.
- Security, privacy, and access control considerations.
- Vendor evaluation templates and scoring criteria.

Day 9 - Leading AI-Driven HR Transformation

- Change management strategies for AI adoption in HR.
- Stakeholder mapping: HR, IT, legal, leadership, and employees.
- Communication strategies to address concerns and build trust.
- Capability building: skills and roles for the future HR organization.
- Group exercise: drafting a full HR AI transformation roadmap.

Day 10 - Capstone Project: AI in HR Strategy & Action Plan

- Final review of all concepts, tools, and frameworks covered.
- Group presentations: portfolios of prioritized AI in HR use cases.
- Measuring business impact and calculating ROI for AI initiatives.
- Development of each participant's personalized action plan.
- Final discussion, feedback, and next steps for implementation.

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Why Attend This Course: Wins & Losses!

- Deep, practical mastery of AI applications and predictive analytics in HR.
- Clear, end-to-end understanding of the AI-enabled employee lifecycle.
- Strong readiness to lead AI-driven HR transformation initiatives.
- Improved efficiency across recruitment, performance, learning, and employee experience.
- Enhanced capability to manage ethical, legal, and bias-related risks.
- Stronger strategic contribution of HR to organizational objectives.
- Increased professional credibility in modern HR, analytics, and digital transformation roles.

Conclusion

This advanced program provides HR leaders with the knowledge, tools, and strategic mindset needed to navigate the future of work with confidence. As organizations accelerate their digital transformation, AI becomes essential for building efficient, fair, and future-ready HR systems. Through ten days of deep, hands-on learning, participants gain not only theoretical understanding but also the practical ability to implement AI across the HR lifecycle.

By the end of the course, participants will leave with a clear vision, a structured roadmap, and the skills required to lead AI-powered change within their organizations—ensuring that HR remains a strategic driver of growth, innovation, and organizational excellence.

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on the board. The board is white and black, and the pieces are gold and silver.

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