BLACKBIRD FOR TRAINING

HR Skills: Using Tools and Metrics

22 – 26 March 2027
Lisbon (Portugal)



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Introduction

In today's data-driven world, HR Analytics has become a critical tool for driving organizational success. It involves using people data to evaluate and design better systems, solve business problems, and make evidence-based decisions. HR professionals utilize data collected from HR systems and business information systems to analyze workforce performance, productivity, well-being, and alignment with strategic goals. By understanding how to leverage HR metrics and workforce analytics tools, HR departments can ensure that investments in human capital translate into improved organizational performance and a competitive advantage.

This course is designed to introduce participants to the importance of HR analytics and the tools used to measure and enhance workforce performance. Participants will learn to effectively use HR measurement tools to assess and improve organizational strategies and ultimately drive greater productivity and competitiveness within their companies.

Course Objectives

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

- Understand the role of analytics in assessing employee behavior and performance.
- Conduct detailed analysis assessments using HR tools and workforce analytics tools.
- Make evidence-based decisions based on data, rather than subjective opinions.
- Define the principles of organizational change and apply them in the HR context.
- Utilize a range of assessment tools to improve organizational performance, such as workforce planning and HR reporting tools.
- Enhance HR skills through training in HR metrics and workforce analytics.



Course Outlines

Day 1: Overview of Analytics, Strategy & HR's Role

- The rationale for an evidence-based approach: Importance of data-driven decision-making in HR.
- Data, information, and insights: The relationship between raw data and actionable insights.
- Defining analytics and predictive analytics: Understanding how predictive models can improve workforce planning.
- Strategic HR vs. Personnel Management: Transitioning from traditional management to strategic HR management.
- HR's contribution to strategy: Leveraging HR tools to align with organizational strategy.
- Human Capital Approach: Integrating HR analytics with human capital development.

Day 2: HR Tools and Methods

- Quantitative vs. Qualitative data: How both data types inform HR strategy.
- Rational problem analysis and decision-making models: Understanding decision-making frameworks in HR.
- HR effectiveness, efficiency, and impact measures: Utilizing HR metrics to assess HR performance.
- Methods of data capture and benchmarking: Collecting and comparing HR data effectively.
- Employee self-assessment and self-report measures: Understanding employee feedback for performance enhancement.
- Electronic workforce surveillance & analytics: Using technology for workforce analytics and HR reporting.

Day 3: Driving Organizational Change

- Understanding the cultural context: The role of culture in shaping organizational change.
- The dynamic nature of business and technology driving change: How HR plays a role in adapting to these changes.
- Theories of organizational change: How to implement theories into HR practices.
- Enablers and impediments to change: Overcoming barriers using HR metrics and analytics.
- Resistance to change: Addressing employee resistance with data-backed strategies.
- Implementing strategic change: How to manage change effectively using HR tools and workforce analytics.



Day 4: Putting HR Metrics and Analytics into Action

- The Balanced Scorecard: Leveraging this tool to assess the alignment of HR with corporate strategy.
- Human Resource Planning: Using HR tools to forecast future HR needs and create effective workforce plans.
- Recruitment Analytics: Using workforce analytics to improve recruitment strategies and outcomes.
- Succession Planning & Talent Management: How HR metrics support long-term talent strategy.
- Absence Management: Utilizing workforce analytics tools to reduce absenteeism and improve productivity.
- Skills analysis and training needs analysis: Using HR measurement tools to identify gaps and training requirements.

Day 5: Metrics and Analytics for Improving Employee Performance

- Performance Management: Leveraging HR metrics to drive employee performance and development.
- Employee Motivation: How HR analytics can measure and enhance employee engagement and motivation.
- Engagement: Analyzing and improving employee engagement through data.
- Empowerment and Accountability: Using workforce analytics to foster a culture of accountability and empowerment.

Why Attend This Course: Wins & Losses!

- Data-Driven Decision-Making: Learn how to make decisions based on HR analytics rather than subjective opinions, resulting in more effective HR strategies.
- Using Advanced HR Tools: Gain hands-on experience using workforce analytics tools and HR measurement tools to assess and improve HR outcomes.
- Driving Organizational Change: Understand how to lead HR strategic change using HR analytics to measure the impact of policies and processes.
- Improving Performance: Learn how to use HR metrics to boost employee performance and drive organizational success.
- Competitive Advantage: Enhance your HR capabilities to stay ahead of the competition by applying evidence-based strategies and workforce analytics.

Conclusion

This course equips HR professionals with the skills and tools they need to make evidence-based decisions and improve organizational outcomes. By using HR analytics and workforce analytics tools, participants will be able to drive performance, enhance employee engagement, and align HR strategy with organizational goals. This course will empower you to manage and optimize human capital, giving your organization a distinct competitive edge in today's fast-paced, data-driven world.

