AI Applications in HR: Boosting Workforce Performance

21 – 25 December 2026
Amsterdam (Netherlands)



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Introduction

In today's fast-evolving digital environment, organizations across the Middle East and North Africa MENA are increasingly relying on Artificial Intelligence AI to enhance workforce performance and optimize human capital management. AI is revolutionizing HR by automating repetitive tasks, improving hiring decisions, personalizing employee experiences, and enabling predictive workforce insights.

This course is designed for executives, HR leaders, team managers, and professionals across both the public and private sectors who are seeking to apply AI-driven strategies to transform HR practices. It provides a hands-on and strategic understanding of how to implement AI in recruitment, performance management, employee development, and retention.

Participants will leave equipped with practical knowledge, strategic frameworks, and digital tools to future-proof their HR operations and significantly boost employee performance across departments and industries.

Course Objectives

- Understand the key concepts and terminology related to AI in HR.
- Apply AI tools in recruitment to streamline candidate screening and selection.
- Use predictive analytics to enhance hiring decisions.
- Monitor and improve employee engagement using AI-powered insights.
- Implement AI-based solutions for performance management and workforce planning.
- Design personalized learning and development experiences.
- Identify and address skill gaps through machine learning algorithms.
- Assess ethical and legal considerations in using AI for HR functions.

Course Outlines

Day 1: Introduction to AI in HR

- Overview of AI fundamentals and applications in HR.
- Digital transformation in HR functions.
- Understanding data sources and analytics in workforce planning.
- Role of AI in enhancing operational efficiency.
- Global and regional trends in HR technology adoption.
- Group activity: Identifying AI opportunities in your HR processes.



Day 2: Smart Recruitment and Candidate Analytics

- Automating resume screening with AI tools.
- Predictive hiring and behavioral analytics.
- AI for unbiased candidate evaluation.
- Using chatbots in recruitment and pre-boarding.
- Enhancing employer branding with AI insights.
- Case study: AI-enabled recruitment in a telecom enterprise.

Day 3: Employee Experience and Development

- AI in tracking employee sentiment and engagement.
- Real-time feedback and intelligent surveys.
- Personalized learning journeys powered by AI.
- Adaptive learning systems and microlearning tools.
- Identifying high-potential employees using AI.
- Workshop: Designing AI-based career development plans.

Day 4: Performance Management and Retention

- Leveraging data for continuous performance tracking.
- Machine learning for predicting attrition risks.
- Setting data-informed KPIs and goals.
- AI-assisted performance review systems.
- Managing remote/hybrid workforce performance.
- Exercise: Creating a smart performance dashboard.

Day 5: Ethics, Strategy & Implementation

- Building an AI roadmap for HR transformation.
- Ethical concerns, bias, and legal compliance.
- Data privacy regulations in AI applications.
- Measuring ROI on AI in HR.
- Panel discussion: Future of AI in human capital strategy.
- Final project: Drafting an AI implementation plan.



Why Attend this Course: Wins & Losses!

- Acquire in-demand digital HR skills relevant to the MENA region.
- Improve decision-making in talent acquisition and development.
- Increase employee engagement and reduce attrition.
- Learn how to deploy AI ethically and strategically in HR functions.
- Receive a recognized professional certification.
- Gain practical experience through hands-on workshops and case studies.
- Enhance your organization's agility in a data-driven environment.
- Network with HR professionals and technology experts.

Conclusion

AI is rapidly transforming the HR landscape from administrative support to strategic business enablement. For organizations in MENA to remain competitive and responsive to workforce expectations, it is crucial to embrace AI-powered solutions that elevate productivity, engagement, and talent management.

This course provides a comprehensive roadmap for HR leaders to confidently lead the digital evolution of their workforce strategy and implement high-impact AI-driven initiatives.

