

## AI Applications in HR: Boosting Workforce Performance

*Dubai (UAE)*

*21 - 25 September 2025*

UK Training

# PARTNER



## AI Applications in HR: Boosting Workforce Performance

Code: AI28 From: 21 - 25 September 2025 City: Dubai (UAE) Fees: 4600 Pound

### 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.





# Blackbird Training Cities

## Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



# Blackbird Training Cities

## USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

## ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut





## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



هيئة تنظيم الكهرباء - عمان  
AUTHORITY FOR ELECTRICITY REGULATION, OMAN  
Authority for

UK Training  
**PARTNER**





## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom



+44 7401 1773 35  
+44 7480 775526



[Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)



[www.blackbird-training.com](http://www.blackbird-training.com)

