Strategic HR Data and Workforce Analytics Training Course

19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #DM7673_272905

Course Introduction / Overview:

This course provides a comprehensive journey into the world of HR data management and workforce analytics, transforming human resources from an administrative function into a strategic business partner. In today's data-centric landscape, the ability to interpret and leverage people data is no longer a niche skill but a core competency for organizational success. This program is meticulously designed to equip participants with the tools, techniques, and strategic mindset required to make informed, data-driven decisions that enhance employee performance, engagement, and retention. We will explore the foundational principles of people analytics, drawing on the pioneering work of academics like Jac Fitz-enz, whose book "The ROI of Human Capital" revolutionized how businesses measure the value of their workforce. Throughout this immersive experience, BIG BEN Training Center will guide you from fundamental data management and governance to advanced predictive modeling and data storytelling. Participants will learn not just how to calculate metrics, but how to translate complex data into compelling narratives that influence executive decisions and drive meaningful change, ensuring HR initiatives are directly aligned with overarching business objectives.

Target Audience / This training course is suitable for:

- HR Managers and Directors.
- HR Business Partners.
- Data Analysts and HR Analysts.
- Talent Management Specialists.
- Recruitment and Staffing Professionals.
- Compensation and Benefits Specialists.
- Organizational Development Practitioners.
- Line Managers and Department Heads seeking to leverage people data.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Telecommunications.
- Professional Services and Consulting.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Human Resources.
- Strategic Planning.
- Finance and Accounting.
- Operations Management.
- Talent Acquisition.
- Learning and Development.
- Executive Management.

Course Offerings:

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

- Establish robust HR data governance and management frameworks.
- Develop and track key HR metrics and KPIs across the employee lifecycle.
- Analyze recruitment, performance, and engagement data to identify trends.
- Apply statistical methods for predictive analytics in talent management.
- Forecast employee turnover and develop data-informed retention strategies.
- Create compelling HR data visualizations and interactive dashboards.
- Master the art of data storytelling to influence key stakeholders.
- Align workforce analytics with strategic business goals and objectives.
- Ensure ethical handling and privacy of sensitive employee data.
- Develop a practical roadmap for building a data-driven HR culture.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lectures to foster a collaborative learning environment built on a foundation of active participation. The course heavily utilizes case studies from various industries, allowing participants to analyze complex HR challenges and develop data-driven solutions. Through hands-on exercises and group workshops, attendees will practice building HR dashboards, interpreting statistical outputs, and crafting data stories. Interactive sessions, expert-led discussions, and peer-to-peer feedback are integral components, encouraging the exchange of ideas and experiences. Our approach emphasizes problem-based learning, where participants work on projects that mirror the challenges they face in their own organizations. This immersive methodology ensures a deep understanding of both the technical and strategic aspects of workforce analytics, empowering participants with the confidence and skills to drive impactful change.

Course Agenda (Course Units):

Unit One: Foundations of Strategic HR Analytics

- The evolution from traditional HR to people analytics.
- The strategic importance of data-driven HR decision-making.
- Core concepts of HR data management and governance.
- Ensuring data quality, integrity, and security.
- Ethical considerations and data privacy in HR analytics.
- Introduction to the analytics maturity model.
- Aligning HR metrics with overall business strategy.

Unit Two: Mastering Core HR Metrics and Reporting

- Developing key performance indicators (KPIs) for recruitment.
- Analyzing metrics for time-to-fill, cost-per-hire, and quality of hire.
- Measuring employee performance and productivity.
- Designing effective employee engagement and satisfaction surveys.
- Analytics for compensation, benefits, and total rewards.
- Building foundational HR reports and operational dashboards.
- Understanding diversity, equity, and inclusion (DEI) metrics.

Unit Three: Advanced and Predictive Workforce Analytics

- Introduction to statistical concepts for HR professionals.
- Conducting attrition analysis and identifying drivers of turnover.
- Building predictive models for employee retention.
- Forecasting future talent needs and skills gaps.
- Utilizing analytics for succession planning and leadership development.
- Analyzing the impact of training programs on performance.
- Linkage analysis to connect HR initiatives with business outcomes.

Unit Four: HR Data Visualization and Storytelling

- Principles of effective data visualization.
- Choosing the right charts and graphs for HR data.
- Introduction to dashboard design and best practices.
- Transforming data and insights into a compelling narrative.
- Techniques for presenting complex data to non-technical audiences.
- Building a business case supported by HR analytics.
- Practical exercises in creating data-driven presentations.

Unit Five: Implementing a Data-Driven HR Culture

- Developing a roadmap for an HR analytics function.
- Gaining buy-in from senior leadership and key stakeholders.
- The role of HR Information Systems (HRIS) and technology.
- Integrating analytics into daily HR operations and processes.
- Overcoming common challenges and resistance to change.
- Measuring the return on investment (ROI) of HR analytics.
- Capstone project: Developing a strategic workforce analytics plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations balance the use of predictive analytics for workforce planning with the ethical considerations of employee data privacy?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic application of workforce analytics rather than merely teaching technical skills or software proficiency. While many programs concentrate on the "how" of calculating metrics, we emphasize the "so what" – translating data into actionable business intelligence that drives strategic outcomes. Our curriculum is built around a narrative of transformation, guiding participants to evolve from HR administrators to strategic advisors who can confidently present data-backed recommendations in the boardroom. The course uniquely integrates the art of data storytelling, a critical and often-overlooked skill that empowers professionals to influence decisions and champion change. Furthermore, we place a strong emphasis on the ethical dimensions of people analytics and the practicalities of building a data-driven culture, addressing the real-world challenges of implementation and stakeholder management. By blending advanced analytical concepts with strategic business acumen and communication skills, this program offers a holistic and pragmatic learning experience that prepares participants to deliver tangible value to their organizations.