Strategic HR Digital Transformation and Analytics Training Course

14 - 18 Dec 2026

Madrid

5900 € (Per Person)

Ref: #DT8556_94035

Course Introduction / Overview:

This course provides a comprehensive roadmap for transforming human resources from a traditional administrative function into a strategic, data-driven business partner. In today's rapidly evolving digital landscape, organizations must leverage technology and analytics to attract, retain, and develop top talent effectively. This program delves into the core principles of HR digital transformation, guiding participants through creating and implementing a successful strategy. We will explore how to harness the power of workforce analytics to make informed decisions that drive business outcomes. As discussed by thought leaders like Josh Bersin, the future of HR is not just about automation but about augmenting human capability with intelligent systems. This course moves beyond theory, offering practical frameworks and tools inspired by works such as "The Power of People: Learn How Successful Organizations Use Workforce Analytics to Improve Business Performance". At BIG BEN Training Center, we are committed to equipping HR professionals with the skills to navigate this complex transition, ensuring they can build a resilient, agile, and future-ready workforce. This journey covers everything from selecting the right HR technology stack to fostering a culture of continuous innovation and data literacy within the organization.

Target Audience / This training course is suitable for:

- Human Resources Directors and VPs.
- HR Managers and Business Partners.
- Talent Management and Acquisition Specialists.
- Learning and Development Professionals.
- Compensation and Benefits Analysts.
- HRIS and HR Technology Specialists.
- Organizational Development Consultants.
- IT Professionals collaborating with HR departments.
- Business Leaders and Department Heads seeking to understand HR's strategic role.

Target Sectors and Industries:

- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Professional Services and Consulting.
- Governmental and Public Sector Organizations.
- Education and Non-Profit Institutions.
- Hospitality and Tourism.

Target Organizations Departments:

- Human Resources Department.
- Information Technology Department.
- Strategic Planning and Corporate Development.
- Finance and Accounting Department.
- Operations Management.
- Executive Leadership and Management Teams.

Course Offerings:

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

- Develop a comprehensive digital HR transformation roadmap aligned with business goals.
- Evaluate and select appropriate HR technologies, including HRIS and HCM systems.
- Implement change management strategies to ensure successful technology adoption.
- Utilize workforce analytics to gain insights into talent acquisition, engagement, and retention.
- Create meaningful HR metrics, KPIs, and dashboards to track performance.
- Apply data visualization techniques to communicate HR insights effectively to stakeholders.
- Leverage predictive analytics for strategic workforce planning and forecasting.
- Enhance the digital employee experience across the entire lifecycle.
- Understand the ethical considerations and data privacy issues in HR analytics.
- Foster a data-driven culture within the HR function and the broader organization.
- Measure the return on investment (ROI) of HR technology and digital initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. This course utilizes a blended learning approach, featuring expert-led presentations, real-world case study analyses, and interactive group discussions. Participants will engage in collaborative workshops to design HR transformation roadmaps and develop analytics dashboards. Practical exercises will challenge attendees to solve common HR problems using data-driven techniques. The sessions encourage active participation, with opportunities for peer-to-peer learning and knowledge sharing. Our facilitators create a supportive environment where participants can ask questions, debate concepts, and relate the content directly to their organizational challenges. We emphasize storytelling with data, enabling participants to not just analyze numbers but to build compelling narratives that influence executive decision-making. Feedback is a continuous process, with regular check-ins and Q&A sessions to ensure all learning objectives are met. This dynamic and engaging approach ensures that participants leave with not just new knowledge, but also the confidence and skills to implement change effectively in their workplaces.

Course Agenda (Course Units):

Unit One Foundations of Digital HR and Workforce Analytics

- Introduction to HR Digital Transformation.
- The Evolution from Personnel Management to Strategic HR.
- Understanding the Key Drivers and Benefits of Digital HR.
- Core Concepts of Workforce Analytics and People Analytics.
- The Role of Data in Modern HR Decision-Making.
- Aligning HR Strategy with Overall Business Objectives.
- Case Study: Successful HR Transformation in a Global Company.

Unit Two Building the Digital HR Transformation Strategy

- Conducting a Digital HR Maturity Assessment.
- Developing a Strategic Roadmap and Vision.
- Key Components of a Digital HR Ecosystem.
- Selecting the Right HR Technology Stack (HRIS, HCM, and Specialized Tools).
- Budgeting and Resource Allocation for HR Tech Projects.
- Building a Business Case and Gaining Stakeholder Buy-in.
- Managing Change and Overcoming Resistance in the Organization.

Unit Three Digitizing Core HR Processes

- Transforming Talent Acquisition with AI and Automation.
- Enhancing the Candidate and Employee Onboarding Experience.
- Digital Learning and Development (L&D) Platforms.
- Reimagining Performance Management with Continuous Feedback Systems.
- Modernizing Compensation and Benefits Administration.
- Leveraging Technology for Employee Engagement and Well-being.
- Implementing HR Self-Service Portals and Chatbots.

Unit Four Workforce Analytics in Practice

- Identifying Key HR Metrics and Key Performance Indicators (KPIs).
- Data Collection, Cleansing, and Management Best Practices.
- Descriptive, Diagnostic, and Predictive Analytics in HR.
- Introduction to Data Visualization Tools and Techniques.
- Creating Effective HR Dashboards for Different Audiences.
- The Art of Storytelling with HR Data.
- Practical Workshop: Analyzing a Sample HR Dataset.

Unit Five Advanced Topics and the Future of HR

- The Impact of Artificial Intelligence and Machine Learning on HR.
- Using Predictive Analytics for Talent Retention and Succession Planning.
- Ethical Considerations, Data Privacy, and Governance in HR Analytics.
- Building a Data-Driven Culture within the HR Team.
- The Skills and Competencies of the Future HR Professional.
- Measuring the ROI of Digital HR Initiatives.
- Final Project: Presenting a Mini Digital HR Transformation 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:

As HR increasingly relies on predictive analytics to make hiring and promotion decisions, how can organizations ensure these algorithms are free from historical biases and promote genuine diversity and inclusion rather than reinforcing existing inequalities?

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

This course distinguishes itself by offering a holistic and strategic perspective on HR transformation, moving beyond a narrow focus on specific software or tools. While many programs teach the technical aspects of using HR technology, our curriculum emphasizes the critical link between digital strategy, workforce analytics, and tangible business outcomes. We focus on the 'why' behind the transformation, equipping participants with the change management and strategic planning skills necessary to lead successful initiatives. The curriculum is built on a foundation of practical application, integrating real-world case studies and hands-on workshops that challenge participants to solve complex problems. A key differentiator is our dedicated focus on data storytelling, a crucial skill for HR leaders who need to translate complex analytics into compelling narratives that influence executive decisions. Rather than simply presenting data, participants will learn to build arguments, highlight insights, and drive action. This program is designed not just to train HR professionals, but to develop strategic business partners who can leverage technology and data to build a more effective, agile, and human-centric organization.