AI-Driven HR Transformation and Digital Strategy Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #HR6424_260679

Course Introduction / Overview:

The Human Resources landscape is undergoing a seismic shift, moving from a traditionally administrative function to a strategic, data-driven business partner. This evolution is powered by digital transformation and the integration of Artificial Intelligence. This course provides a comprehensive roadmap for navigating this new terrain. As influential author Dave Ulrich argues, modern HR must create value for the business, and technology is the key enabler. This program, offered by BIG BEN Training Center, delves deep into the practical application of AI and digital tools across the entire employee lifecycle. We will explore concepts discussed in works like "The Future of Work" by Darrell M. West, focusing on how to build a robust digital HR strategy that aligns with organizational goals. Participants will learn to leverage people analytics for insightful decision-making, design a compelling digital employee experience, and manage the critical change processes involved. This is not just a course about technology; it is a strategic guide to reinventing HR for the future, ensuring the function remains relevant, efficient, and impactful in an increasingly automated world. We will cover everything from AI in talent acquisition to the ethical considerations of using predictive analytics in workforce planning.

Target Audience / This training course is suitable for:

- Human Resources Directors and Managers.
- HR Business Partners.
- Talent Acquisition and Recruitment Specialists.
- HRIS and HR Technology Managers.
- People Analytics and HR Data Analysts.
- Organizational Development Professionals.
- Change Management Practitioners.
- IT Professionals collaborating with HR departments.
- Chief Human Resources Officers (CHROs).
- Operations Managers involved in workforce management.

Target Sectors and Industries:

- Technology and Software Development.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Telecommunications.
- Professional Services and Consulting.
- Governmental bodies and Public Sector organizations.
- Hospitality and Tourism.
- Logistics and Supply Chain.

Target Organizations Departments:

- Human Resources Department.
- Information Technology (IT) Department.
- Strategy and Corporate Planning Department.
- Operations Department.
- Talent Management and Development Department.
- Finance Department.

Course Offerings:

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

- Develop a comprehensive digital HR transformation roadmap aligned with business objectives.
- Evaluate and select appropriate AI and HR technology solutions for their organization.
- Implement AI tools to optimize talent acquisition, onboarding, and retention processes.
- Utilize people analytics and data visualization to drive strategic workforce decisions.
- Design and enhance the digital employee experience across the entire employee lifecycle.
- Lead change management initiatives for successful HR technology adoption.
- Address the ethical considerations and potential biases in AI-driven HR practices.
- Automate routine HR tasks to free up resources for more strategic activities.
- Measure the return on investment (ROI) of digital HR initiatives.
- Forecast future workforce needs using predictive analytics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring participants can translate theory into tangible action. We move beyond traditional lectures to create a dynamic learning environment. The course is built upon a foundation of real-world case studies, where participants will analyze successful and unsuccessful digital HR transformations to extract key lessons. A significant portion of the training is dedicated to collaborative group workshops and hands-on exercises, allowing attendees to draft their own HR tech roadmaps and analytics dashboards in a simulated environment. Interactive sessions, expert-led discussions, and peer-to-peer feedback are central to our approach, fostering a rich exchange of ideas and experiences. Participants will engage in problem-solving scenarios related to change management, AI ethics, and vendor selection. Our expert facilitators provide continuous guidance and personalized feedback, ensuring that every participant leaves with not only new knowledge but also the confidence and practical skills to lead digital HR initiatives within their own organization. The focus is on application, strategy, and building a forward-thinking HR mindset.

Course Agenda (Course Units):

Unit One: Foundations of Digital HR Transformation

- The evolution from traditional personnel management to strategic digital HR.
- Key drivers and business imperatives for HR transformation.
- Understanding the components of a digital HR ecosystem.
- Aligning HR digital strategy with overall business goals.
- Core concepts of Artificial Intelligence and Machine Learning in a business context.
- Assessing organizational readiness for digital change.
- Identifying key stakeholders and building a business case for transformation.

Unit Two: AI and Automation in Core HR Functions

- AI-powered talent acquisition, from sourcing to screening.
- Utilizing chatbots and automation for candidate communication and onboarding.
- Intelligent talent management and internal mobility platforms.
- AI in performance management and continuous feedback systems.
- Automating payroll, benefits administration, and compliance tasks using RPA.
- Personalized learning and development platforms driven by AI.
- Enhancing employee self-service through digital HR portals.

Unit Three: Mastering People Analytics for Strategic Insight

- The difference between HR metrics, reporting, and analytics.
- Collecting, cleaning, and managing HR data for analysis.
- Key performance indicators (KPIs) for a digital HR function.
- Introduction to predictive analytics for turnover, performance, and recruitment.
- Data visualization techniques and storytelling with HR data.
- Using analytics to improve diversity, equity, and inclusion (DEI) outcomes.
- Building a data-driven culture within the HR department.

Unit Four: Designing the Modern Digital Employee Experience (EX)

- Mapping the digital employee journey from pre-hire to post-exit.
- Leveraging technology to enhance employee engagement and well-being.
- Implementing digital tools for effective internal communication and collaboration.
- Creating a seamless and user-friendly digital onboarding experience.
- The role of mobile technology in the modern workplace.
- Gathering and analyzing employee feedback through pulse surveys and sentiment analysis.
- Balancing high-tech with high-touch in employee interactions.

Unit Five: Strategy, Implementation, and the Future of HR

- Developing a phased digital HR implementation roadmap.
- Managing change, overcoming resistance, and ensuring user adoption.
- Ethical considerations, data privacy, and mitigating bias in HR AI.
- Selecting and managing HR technology vendors and partners.
- Measuring the impact and ROI of digital HR initiatives.
- The future of work and the evolving role of the HR professional.
- Developing the new skills and competencies required for the future of HR.

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 AI becomes more integrated into HR, how can organizations ensure that technology enhances human connection and fairness rather than creating new forms of bias and detachment?

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

This course distinguishes itself by adopting a holistic, strategic-first approach rather than a tool-centric one. While many programs focus on the features of specific HR software, we concentrate on the underlying strategy, change management, and business alignment essential for a successful transformation. Our curriculum is built around the critical thinking required to not just adopt technology, but to integrate it seamlessly into the organizational culture to drive measurable business value. We place a significant emphasis on the ethical dimensions of AI in HR, equipping participants with frameworks to mitigate bias and ensure fairness—a topic often overlooked. Furthermore, the course content is deeply practical, centered on building actionable roadmaps and using people analytics for predictive, strategic decision-making. Participants will learn how to tell compelling stories with data to influence executive leadership. The interactive methodology, rich with case studies and collaborative problem-solving, ensures that learning is applied, not just absorbed. It is designed for leaders who want to architect the future of their HR function, not just manage its present state.