Digital HR Transformation and People Analytics Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR7346_289069

Course Introduction / Overview:

This course provides a comprehensive roadmap for transforming human resources into a strategic, data-driven function. In an era where organizational agility is paramount, leveraging technology and analytics is no longer optional but essential for competitive advantage. This program delves into the core principles of digital HR transformation, moving beyond mere process automation to a complete reimagining of the employee experience and the strategic role of HR. Participants will explore how to build a cohesive HR technology ecosystem and harness the power of people analytics to inform critical business decisions. Drawing upon foundational concepts from thought leaders like Dave Ulrich, who champions the role of HR as a strategic business partner, the curriculum emphasizes practical application. We will examine frameworks discussed in texts such as "The Power of People" by Nigel Guenole, Jonathan Ferrar, and Sheri Feinzig, which outlines how to connect human capital to business outcomes. At BIG BEN Training Center, we have designed this course to equip professionals with the skills to not only understand the 'what' and 'why' of digital HR but also the 'how'—enabling them to lead successful transformation initiatives, measure their impact, and cultivate a culture of continuous, data-informed improvement within their organizations.

Target Audience / This training course is suitable for:

- Human Resources Managers and Directors.
- HR Business Partners.
- People Analytics Specialists.
- Data Analysts working with HR data.
- Talent Management Professionals.
- HR Technology and HRIS Managers.
- Organizational Development Consultants.
- IT Professionals collaborating with HR departments.
- Senior leaders and executives overseeing HR functions.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Telecommunications.
- Professional Services and Consulting.
- Manufacturing and Engineering.
- Governmental agencies and public sector organizations.

Target Organizations Departments:

- Human Resources Department.
- Information Technology Department.
- Strategy and Corporate Planning Department.
- Finance and Payroll Department.
- Talent Acquisition and Recruitment Department.
- Learning and Development Department.

Course Offerings:

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

- Develop a strategic roadmap for digital HR transformation aligned with business objectives.
- Evaluate and select appropriate HR technologies to build an integrated digital ecosystem.
- Apply foundational principles of people analytics to solve complex workforce challenges.
- Utilize data visualization techniques to communicate HR insights effectively to stakeholders.
- Design and implement key HR metrics and KPIs to measure workforce performance.
- Leverage predictive analytics for strategic workforce planning and talent management.
- Lead change management initiatives to ensure successful adoption of new HR systems.
- Establish robust data governance and ethical guidelines for using employee data.
- Enhance the employee experience through the strategic use of digital HR tools.
- Build a compelling business case for investment in HR technology and analytics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond traditional lecture-based formats by incorporating a blended learning approach. A significant portion of the training is dedicated to hands-on workshops where participants will work with sample data sets to practice analytics techniques and design HR dashboards. We utilize a case-study method, analyzing real-world examples of successful and unsuccessful digital HR transformations to extract key lessons and best practices. Collaborative group projects and breakout sessions encourage peer-to-peer learning and problem-solving, allowing attendees to discuss challenges specific to their own organizations and brainstorm innovative solutions. Interactive presentations, expert-led discussions, and Q&A sessions ensure a dynamic learning environment. Feedback is a continuous process, with instructors providing guidance throughout the practical exercises. This participant-centered approach guarantees a deep understanding of both the strategic theories and the practical tools needed to lead digital HR and people analytics initiatives effectively.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Digital HR Transformation

- The evolution of HR from an administrative to a strategic function.
- Defining digital HR transformation and its core components.
- Aligning HR digital strategy with overall business goals and objectives.
- Conducting a digital maturity assessment of your current HR function.
- Key frameworks for managing technological and cultural change in HR.
- The role of leadership in sponsoring and driving HR transformation.
- Building the business case for investment in digital HR initiatives.

Unit Two: The HR Technology Ecosystem

- Mapping the modern HR technology landscape (HRIS, HCM, LMS, ATS).
- Core systems vs. best-of-breed solutions for different organizational needs.
- The impact of AI, machine learning, and automation on HR processes.
- Evaluating and selecting HR technology vendors and partners.
- Strategies for successful HR system implementation and integration.
- Leveraging technology to redesign and enhance the employee experience.
- Mobile HR and self-service platforms for a modern workforce.

Unit three: Mastering People Analytics: From Data to Insights

- Introduction to people analytics and its strategic importance.
- Identifying key business questions that analytics can answer.
- Sources of HR data and best practices for data collection and quality.
- Understanding descriptive, diagnostic, and prescriptive analytics.
- Essential HR metrics and KPIs for talent acquisition, engagement, and retention.
- Data cleaning, preparation, and basic statistical analysis techniques.
- Developing a framework for ethical data handling and privacy compliance.

Unit Four: Advanced Analytics and Data Visualization

- Introduction to predictive analytics in HR.
- Building predictive models for employee turnover and performance.
- Utilizing analytics for strategic workforce planning and skills gap analysis.
- Principles of effective data visualization and storytelling with data.
- Creating compelling HR dashboards using common visualization tools.
- Communicating complex analytical findings to non-technical stakeholders.
- Case studies in applying advanced analytics to solve business problems.

Unit Five: Leading Change and Building a Data-Driven HR Culture

- Applying change management principles to digital HR projects.
- Strategies for overcoming resistance and fostering user adoption.
- Developing data literacy and analytical capabilities within the HR team.
- Establishing a data governance model for HR analytics.
- The future of work and the continuous evolution of digital HR.
- Measuring the ROI and business impact of your transformation efforts.
- Capstone project: Developing a mini digital HR transformation roadmap.

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 functions, how can organizations balance the efficiency gains from automation with the imperative to maintain a human-centric and empathetic employee experience?

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

This course distinguishes itself by providing a holistic and strategic perspective that seamlessly integrates three critical domains: HR strategy, technology implementation, and data analytics. While many programs focus on one of these areas in isolation, our curriculum is built on the understanding that successful digital transformation requires mastery of all three. We move beyond a simple overview of tools and platforms to cultivate a deep, analytical mindset, teaching participants how to ask the right business questions before seeking technological or data-driven solutions. The course places a significant emphasis on the practical challenges of implementation, with dedicated modules on change management, ethical data governance, and building a data-literate culture—aspects often overlooked but crucial for long-term success. Rather than just presenting theoretical models, our methodology is rooted in hands-on application, using real-world case studies and interactive workshops. This ensures participants leave not only with knowledge but with the confidence and a clear roadmap to lead impactful digital HR initiatives and demonstrate their value directly to the bottom line.