



*Training Course:
HR Metrics and Analytics*

*24 August - 4 September 2026
Casablanca (Morocco)*

Training Course: HR Metrics and Analytics

Training Course code: HR234850 From: 24 August - 4 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

The Human Resources function has evolved into a **high-value strategic partner** that directly influences organizational performance, competitiveness, and long-term sustainability. As organizations increasingly recognize the importance of **human capital**, HR must move beyond administrative responsibilities and adopt a **data-driven, evidence-based approach** to decision-making.

This program is designed to equip HR professionals with the ability to **measure, analyze, and interpret HR data**, transforming insights into strategic actions. Participants will explore how HR metrics and analytics can be used to evaluate organizational performance, influence corporate strategy, and drive meaningful change.

By integrating **analytics, human capital theory, and strategic HR practices**, this program enables HR professionals to become proactive leaders who **anticipate challenges, optimize workforce performance, and contribute directly to business success**.

Program Objectives

By the end of this program, participants will be able to:

- Apply **evidence-based HR decision-making frameworks**
- Design and implement **HR metrics and analytics systems**
- Conduct **problem analysis and data-driven assessments**
- Identify and evaluate strategic HR decision options
- Measure the impact of HR initiatives on organizational performance
- Understand and apply **human capital measurement models**
- Calculate and interpret **HR ROI and performance indicators**
- Integrate HR analytics into **organizational strategy and planning**
- Drive and manage **organizational change using HR insights**

Target Audience

- HR Managers and HR Business Partners
- HR Analysts and Workforce Planning Specialists
- Organizational Development Professionals
- Senior HR Professionals and Consultants
- Line Managers involved in strategic decision-making
- Professionals seeking to transition into **HR analytics and strategy roles**

Training Outline

Day 1: Foundations of HR Analytics and Evidence-Based HR

- The evolution of HR into a strategic function
- The rationale for an evidence-based HR approach
- Understanding data, information, and actionable insights
- Introduction to HR analytics and predictive analytics
- Linking HR analytics to organizational performance

Day 2: Strategic HR and Organizational Impact

- Strategic HR vs. traditional personnel management
- HR's contribution to corporate strategy
- Aligning HR with business objectives
- Introduction to the Human Capital approach
- Case study: HR as a strategic partner

Day 3: Human Capital Concept and Measurement

- Viewing employees as strategic assets
- Human capital valuation and investment strategies
- Key human capital metrics and indicators
- Measuring workforce productivity and capability
- Workshop: Designing human capital metrics

Day 4: Measuring ROI and Organizational Readiness

- Understanding HR Return on Investment ROI
- Evaluating HR programs and initiatives
- Embedding HR analytics into organizational culture
- Assessing readiness for HR analytics implementation
- Practical exercise: ROI calculation for HR initiatives

Day 5: Corporate Strategy and HR Integration

- Fundamentals of corporate strategy
- Strategic business planning and HR alignment
- Corporate Social Responsibility CSR and HR
- Linking HR metrics with strategic objectives
- Workshop: Aligning HR strategy with business goals

Day 6: Human Capital Management and Future HR Models

- Modern Human Capital Management frameworks
- HR's evolving role in future organizations
- HRM vs. Personnel Management deep comparison
- Building actionable HR business plans
- The future structure of HR departments

Day 7: HR Metrics and Performance Measurement Tools

- What should HR measure? Key areas and priorities
- Core HR metrics:
 - HR headcount ratios
 - Cost per employee
 - Time-to-fill vacancies
- Measuring HR efficiency and effectiveness
- Workshop: Designing HR KPI dashboards

Day 8: Advanced HR Analytics and Workforce Insights

- Identifying and closing skill gaps
- Employee satisfaction and engagement surveys
- Internal metrics:
 - Morale and motivation
 - Learning and development impact
- External perception and employer branding metrics
- Case study: Workforce analytics in practice

Day 9: Driving Organizational Change through HR Analytics

- Theories of organizational change
- Using HR analytics to drive transformation
- Managing resistance and avoiding blame culture
- Strengthening HR-Line management collaboration
- HR's evolving roles in change management

Day 10: From Analytics to Action and Performance Improvement

- Linking HR metrics to actionable strategies
- Competency frameworks and employee development
- Succession planning and talent pipelines
- Performance management lifecycle:
 - Objective setting
 - Feedback and coaching
 - Appraisal systems
- Employee motivation, empowerment, and accountability
- Final workshop: Building a data-driven HR strategy and action plan

Registration form on the Training Course: HR Metrics and Analytics

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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