



*Training Course:
HR Metrics and Analytics*

*9 - 13 August 2027
Casablanca (Morocco)*

Training Course: HR Metrics and Analytics

Training Course code: HR8118 From: 9 - 13 August 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's data-driven business environment, Human Resources is no longer a support function—it is a **strategic enabler of organizational success**. The increasing importance of human capital requires HR professionals to move beyond administrative processes and adopt a **metrics-based, analytical, and strategic approach**.

This program focuses on transforming HR into a **high-impact strategic partner** by equipping participants with the ability to measure HR performance, interpret analytics, and translate insights into actionable strategies and policies. It bridges the gap between **HR metrics, decision-making, and organizational change**, enabling HR professionals to drive business results rather than react to challenges.

Participants will explore modern frameworks for HR measurement, including concepts aligned with the Balanced Scorecard and human capital analytics, and learn how to build responsive HR strategies based on data insights.

Program Objectives

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

- Develop internal and external frameworks to measure HR effectiveness
- Conduct structured problem analysis and identify organizational gaps
- Make **data-driven and evidence-based decisions**
- Understand and apply organizational change theories
- Translate HR metrics into **strategic actions and policies**
- Align HR initiatives with corporate strategy and business performance
- Lead and drive **organizational transformation initiatives**

Target Audience

- HR Managers and HR Business Partners
- Organizational Development Professionals
- HR Analysts and Workforce Planning Specialists
- Senior HR Executives and Decision Makers

Training Outline

Day 1: Corporate Strategy & HR's Strategic Role

- Understanding the business context of HR
- Strategic business planning and HR alignment
- Human capital as a driver of competitive advantage
- Corporate Social Responsibility CSR and HR's contribution
- HRM vs. Personnel Management
- The future structure of HR functions
- Practical exercise: Developing an HR-aligned action plan

Day 2: HR Metrics, Tools & Measurement Frameworks

- What should HR measure and why it matters
- Key HR metrics:
 - Headcount ratios
 - Cost per employee
 - Time-to-fill vacancies
- Identifying and closing skills gaps
- Employee satisfaction and engagement measurement
- Internal frameworks: morale, motivation, investment, development
- External perception and employer branding
- HR tools: job analysis, job evaluation, capability review, RACI
- Workshop: Designing a comprehensive HR measurement framework

Day 3: Driving Organizational Change

- Overview of organizational change theories
- Applying change models in HR contexts
- The "softer side" of HR: culture and behavior
- Building a no-blame, high-performance culture
- Strengthening HR-line management relationships
- The evolving roles of HR in transformation
- Case study: HR-led organizational change

Day 4: Connecting HR Analytics with Action Part 1

- From data to insight: interpreting HR analytics
- Change management frameworks and implementation
- Employee relations and engagement strategies
- Competency frameworks and performance alignment
- Employee development and capability building
- Succession planning and talent pipelines
- Practical exercise: Translating HR metrics into strategic initiatives

Day 5: Connecting HR Analytics with Action Part 2

- Employee motivation and engagement drivers
- Empowerment and accountability frameworks
- Performance management cycle:
 - Goal setting
 - Continuous feedback
 - Coaching and development
 - Performance appraisal
- Converting analytics into HR policies and decisions

- Final workshop: Building a strategic HR transformation plan
- Program wrap-up and implementation roadmap

Registration form on the Training Course: HR Metrics and Analytics

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