

€ TRAINING

Conference on HR Metrics and Analytics



7 - 11 October 2024
Casablanca (Morocco)
New Hotel



Conference on HR Metrics and Analytics

REF: C582 DATE: 7 - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 4290 Euro

Introduction:

This conference focuses on equipping participants with essential skills in HR metrics and analytics, emphasizing the use of data-driven insights to optimize HR practices and enhance organizational performance.

Conference Objectives:

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

- Understand the fundamental concepts and benefits of HR metrics and analytics.
- Design and implement effective HR metrics aligned with organizational goals.
- Utilize analytics for talent acquisition, retention, and performance management.
- Make informed strategic HR decisions based on data insights.
- Foster a culture of data-driven decision-making within their HR teams.

Target Audience:

- HR Managers and Directors.
- HR Business Partners.
- Talent Acquisition Specialists.
- HR Analysts.
- HR Consultants.

Conference Outlines:

Unit 1:

Introduction to HR Metrics and Analytics:

- Understanding the importance and benefits of HR metrics and analytics.
- Overview of key metrics in HR, such as turnover rate, absenteeism, and employee engagement.
- Introduction to data-driven decision-making in HR.

- Case studies demonstrating the impact of HR metrics and analytics on organizational outcomes.
- The role of HR analytics in strategic workforce planning.

Unit 2:

Designing and Implementing HR Metrics:

- Developing a framework for HR metrics aligned with organizational goals.
- Methods for collecting and analyzing HR data.
- Defining key performance indicators KPIs for HR functions.
- Implementing metrics for recruitment, performance management, and talent development.
- Tools and software for HR data analysis.

Unit 3:

Using Analytics for Talent Acquisition and Retention:

- Predictive analytics in recruitment: forecasting talent needs and identifying hiring trends.
- Analyzing candidate sourcing effectiveness and recruitment funnel metrics.
- Strategies for improving employee retention using HR analytics.
- Case studies on successful talent acquisition and retention strategies driven by analytics.
- Ethical considerations in using HR analytics for talent management.

Unit 4:

Analyzing Employee Performance and Engagement:

- Measuring employee performance through analytics: productivity metrics, performance reviews.
- Assessing employee engagement and satisfaction using surveys and metrics.
- Techniques for identifying factors influencing employee performance and engagement.
- Using analytics to personalize employee development and training programs.
- Continuous improvement through feedback loops and data-driven HR interventions.

Unit 5:



Strategic HR Decision-Making with Analytics:

- Integrating HR analytics into strategic decision-making processes.
- Leveraging analytics for workforce planning and succession planning.
- Financial implications of HR decisions: ROI of HR initiatives.
- Communicating HR insights and analytics to stakeholders and senior management.
- Building a culture of data literacy and analytics proficiency in HR teams.