

HUMAN RESOURCES | COURSE BROCHURE

Certificate in HR Automation Strategies

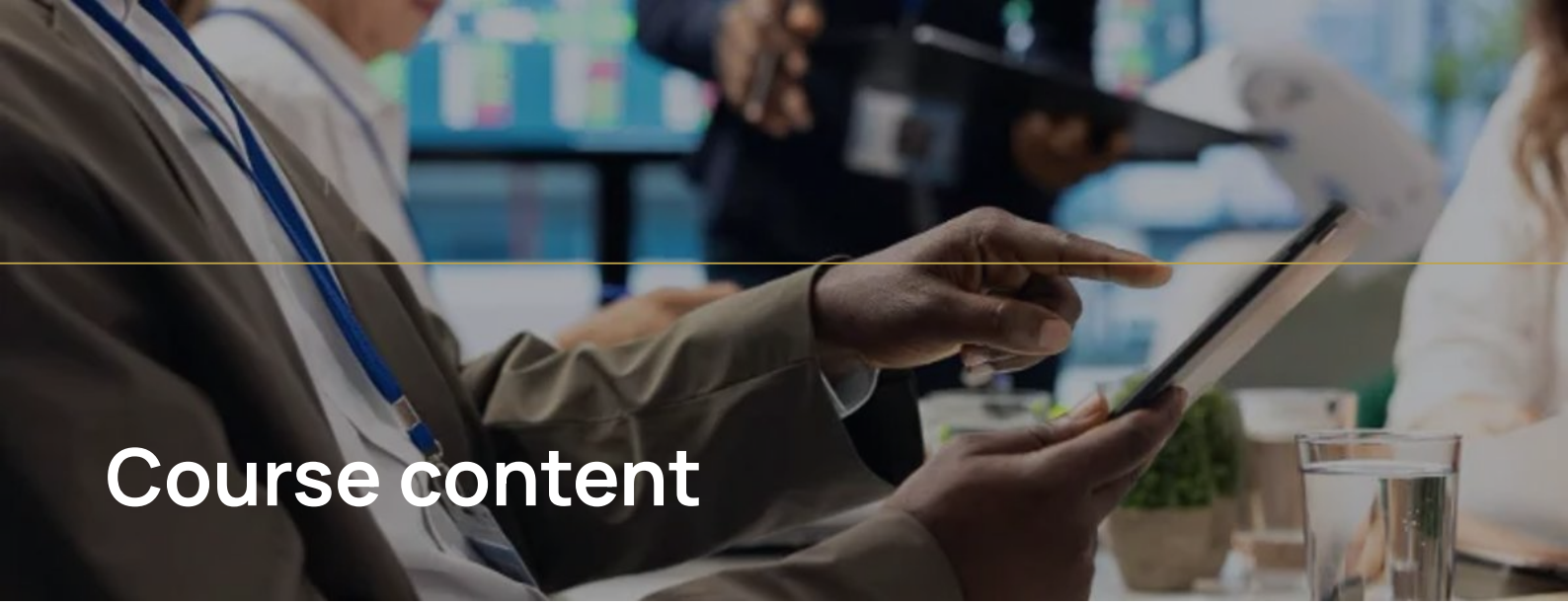
5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course focuses on developing effective HR automation strategies to enhance efficiency and streamline processes within human resources. Participants will explore tools, methodologies, and best practices for implementing automation in recruitment, onboarding, performance management, and employee engagement.

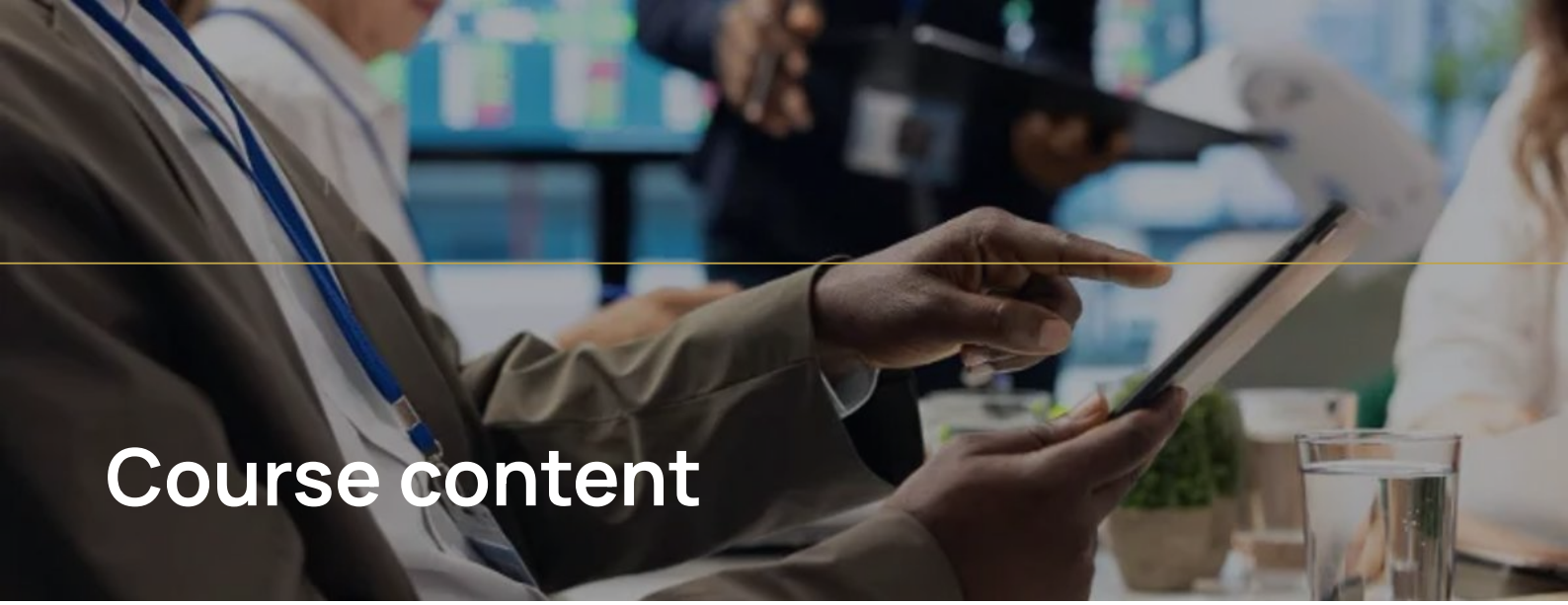
HR professionals face increasing pressure to improve operational efficiency while managing complex employee needs and expectations. Automation can alleviate administrative burdens, allowing HR teams to focus on strategic initiatives that drive business outcomes. Understanding how to implement and manage automation effectively is crucial for enhancing productivity, reducing errors, and ensuring compliance. Participants will learn to assess their current HR processes, identify areas for automation, and select appropriate tools that align with their organisational goals. This knowledge is essential for driving innovation and maintaining a competitive edge in the workforce, ultimately leading to improved employee satisfaction and retention.
The course equips participants with practical skills in designing and implementing HR automation strategies that address real-world challenges. They will engage in hands-on exercises that simulate scenarios such as automating recruitment workflows, onboarding processes, and performance evaluations. By practising these tasks, participants will develop the capability to make informed decisions about technology adoption and process optimisation. The ability to measure the impact of automation on employee engagement and service delivery will also be emphasised, ensuring that participants can effectively advocate for and manage change within their organisations. This comprehensive approach prepares participants to lead automation initiatives confidently.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a mix of interactive workshops, case studies, and practical simulations to build participants' capabilities in HR automation. Each day includes hands-on activities where participants will apply learned concepts to realistic scenarios, resulting in tangible outputs such as process maps and automation proposals. For example, participants will work in groups to design automated workflows for recruitment and onboarding, ensuring they understand the integration of technology with human elements. This experiential learning approach fosters collaboration and critical thinking skills essential for successful HR automation implementation, allowing participants to gain confidence in their decision-making and problem-solving abilities. Additionally, feedback sessions will help refine their strategies and enhance learning outcomes.



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Course objectives

By the end of this course, participants will be able to:
• Analyse current HR processes to identify automation opportunities and inefficiencies.
• Design a comprehensive HR automation strategy tailored to organisational needs and goals.
• Evaluate various HR automation tools and technologies for recruitment and onboarding.
• Construct a workflow diagram that integrates automated processes in performance management.
• Justify the selection of specific automation solutions based on cost-benefit analysis.
• Assess the impact of automation on employee engagement and HR service delivery.
• Prioritise automation initiatives based on organisational readiness and strategic alignment.
• Develop a change management plan to support the implementation of HR automation.

Target audience

This course is suitable for:
• HR Managers responsible for process improvement and efficiency.
• HR Analysts focused on data-driven decision-making and technology integration.
• Talent Acquisition Specialists seeking to enhance recruitment processes through automation.
• Learning and Development Coordinators aiming to streamline training and onboarding.
• HR Consultants advising organisations on technology adoption and process optimisation.

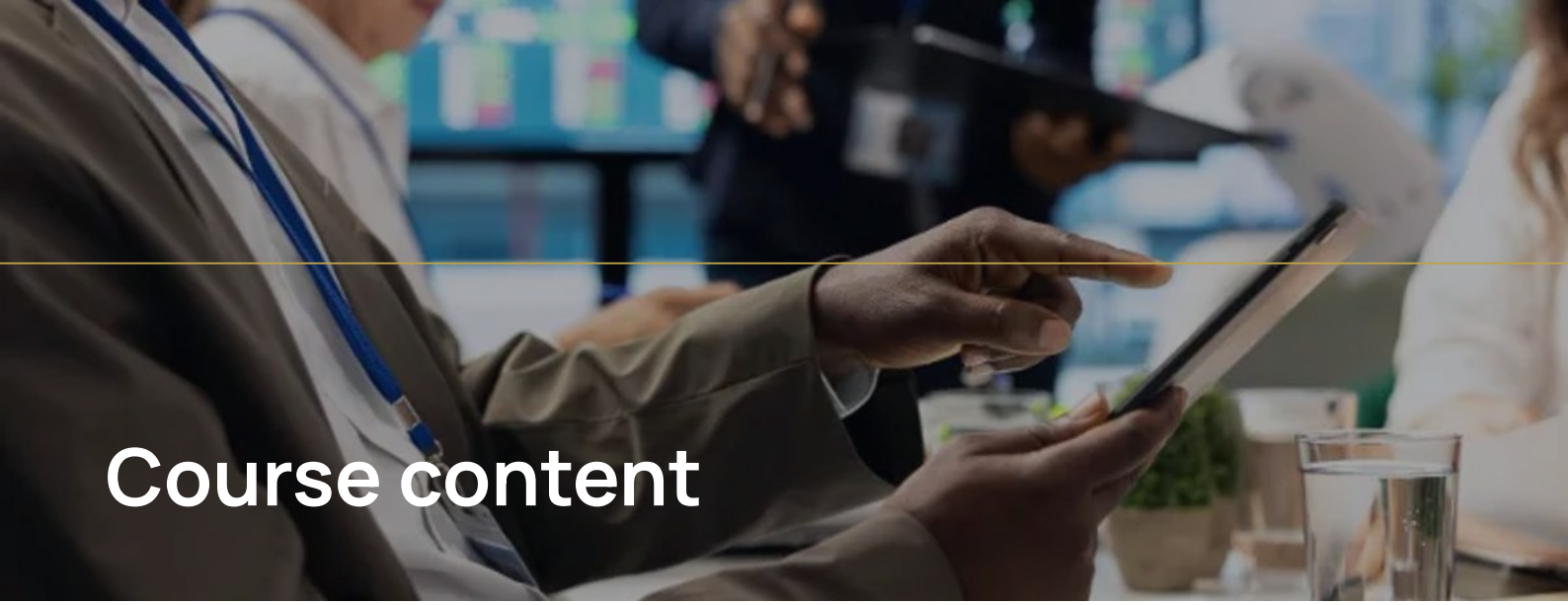
Target competencies

Participants will develop competencies in:
• Assessing and mapping HR processes for automation potential.
• Designing and implementing HR technology solutions.
• Evaluating and selecting appropriate automation tools.
• Creating effective workflows that enhance HR operations.
• Managing change initiatives related to HR automation.
• Analysing the impact of automation on employee experience.

Course outline

Day 1: Identifying HR Automation Opportunities

Applied activity: Participants will analyse a fictional HR department's processes to identify areas for automation, focusing on recruitment and onboarding. They will work in groups to map out existing workflows, pinpoint inefficiencies, and propose automation solutions that enhance productivity.
Output: A detailed process map highlighting identified automation opportunities and suggested improvements.



Course content

09:00–09:54	Understanding the role of automation in HR functions and its benefits for efficiency and accuracy
09:54–10:48	Mapping current HR processes to identify inefficiencies and bottlenecks that hinder performance
10:48–11:00	Recognising common challenges in HR automation and strategies to overcome them effectively
11:00–11:30	**Coffee break**
11:30–12:12	Recognising common challenges in HR automation and strategies to overcome them effectively (continued)
12:12–13:06	Exploring case studies of successful HR automation implementations and their outcomes
13:06–14:00	Setting clear objectives for automation initiatives based on business needs and employee feedback

Day 2: Designing an HR Automation Strategy

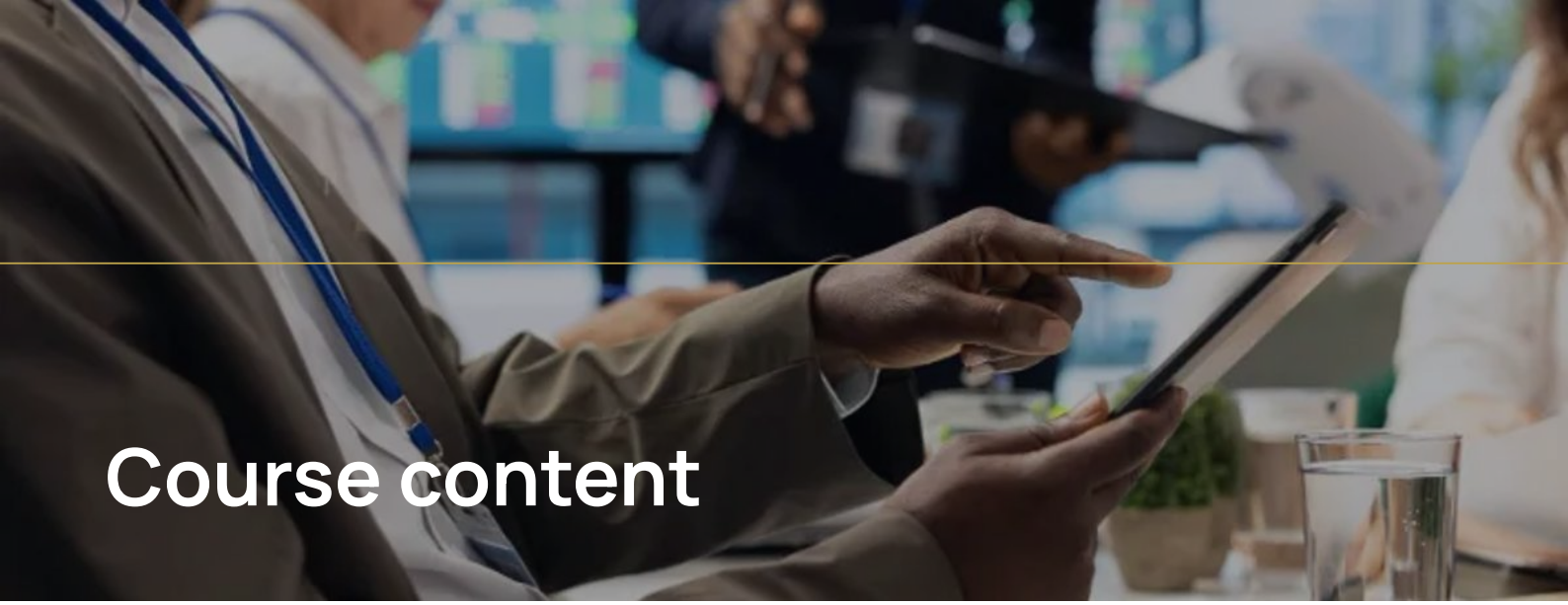
Applied activity: Groups will create a comprehensive HR automation strategy for the fictional department, outlining objectives, timelines, stakeholder involvement, and expected outcomes. They will present their strategies to the class for feedback and refinement, focusing on practical implementation.
Output: A formal HR automation strategy document detailing objectives, timelines, and stakeholder roles.

09:00–09:54	Defining the scope and goals of an HR automation strategy aligned with business objectives
09:54–10:48	Aligning automation initiatives with overall business objectives and HR goals to ensure coherence
10:48–11:00	Developing a phased implementation plan with timelines, milestones, and resource allocation
11:00–11:30	**Coffee break**
11:30–12:12	Developing a phased implementation plan with timelines, milestones, and resource allocation (continued)
12:12–13:06	Identifying key stakeholders and their roles in the automation process for effective collaboration
13:06–14:00	Establishing metrics for success to evaluate the effectiveness of automation initiatives

Day 3: Evaluating Automation Tools and Technologies

Applied activity: Participants will evaluate a selection of HR automation tools based on a provided case scenario, considering factors such as functionality, cost, and integration capabilities. They will present their findings and recommendations to the class, focusing on practical application.
Output: An evaluation report comparing selected automation tools and their suitability for the organisation.

09:00–09:54	Overview of popular HR automation tools and platforms available in the market and their functionalities



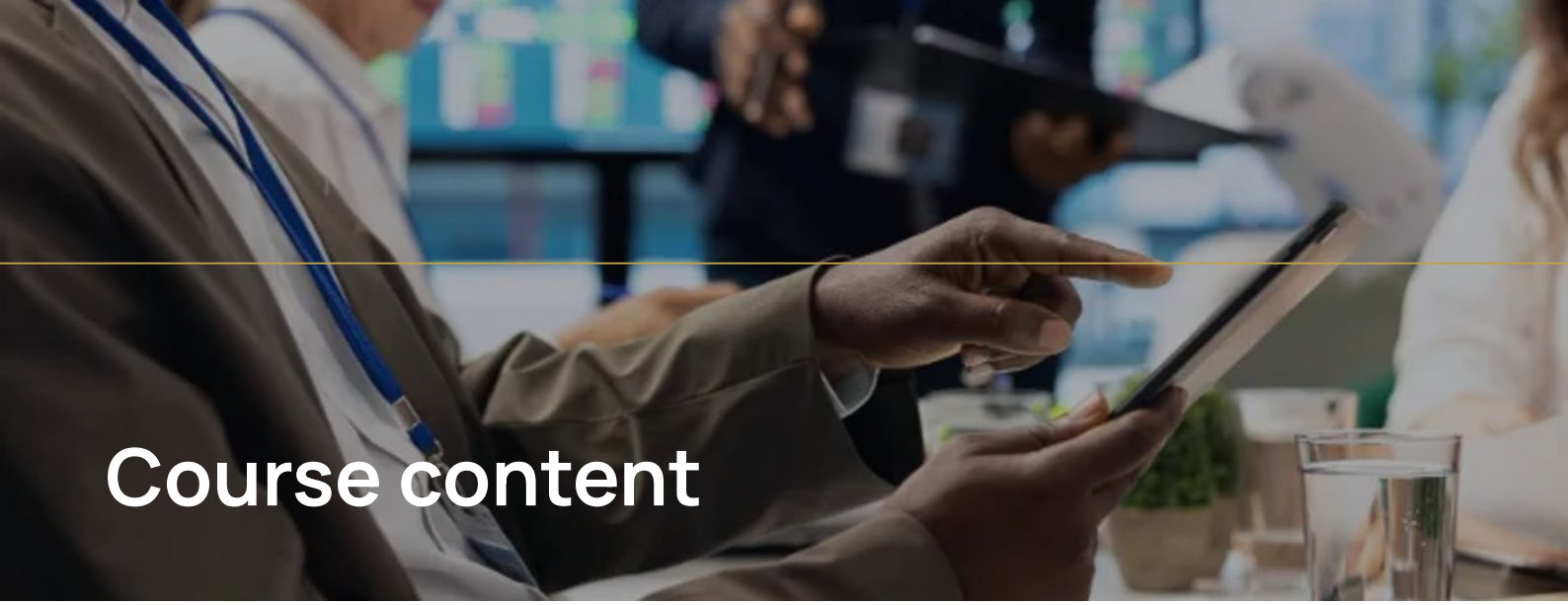
Course content

09:54–10:48	Criteria for selecting automation technologies based on organisational needs and budget constraints
10:48–11:00	Conducting a cost-benefit analysis of various automation options to inform decision-making
11:00–11:30	**Coffee break**
11:30–12:12	Conducting a cost-benefit analysis of various automation options to inform decision-making (continued)
12:12–13:06	Understanding integration requirements with existing HR systems and processes for seamless operation
13:06–14:00	Exploring vendor selection, management, and negotiation strategies to ensure best fit

Day 4: Implementing Automated Workflows in HR

Applied activity: Working in teams, participants will design an automated workflow for a specific HR process, such as onboarding new hires. They will outline the steps, tools used, and expected outcomes, ensuring alignment with the overall strategy and stakeholder needs.
Output: A workflow diagram and implementation plan for the automated process, ready for presentation.

09:00–09:54	Designing automated workflows for recruitment, onboarding, and performance management processes
09:54–10:48	Creating performance management processes that leverage automation for efficiency and effectiveness
10:48–11:00	Integrating employee engagement tools into HR workflows for improved communication and feedback
11:00–11:30	**Coffee break**
11:30–12:12	Integrating employee engagement tools into HR workflows for improved communication and feedback (continued)
12:12–13:06	Testing and refining automated processes based on user feedback and performance metrics
13:06–14:00	Developing training materials for HR staff to facilitate smooth implementation and adoption



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Day 5: Managing Change and Measuring Impact

Applied activity: Participants will create a change management plan for the rollout of their automation strategy, including communication strategies, impact measurement metrics, and feedback mechanisms. They will role-play stakeholder presentations to practice their delivery and address concerns.
Output: A comprehensive change management plan that outlines communication strategies and metrics for measuring success.

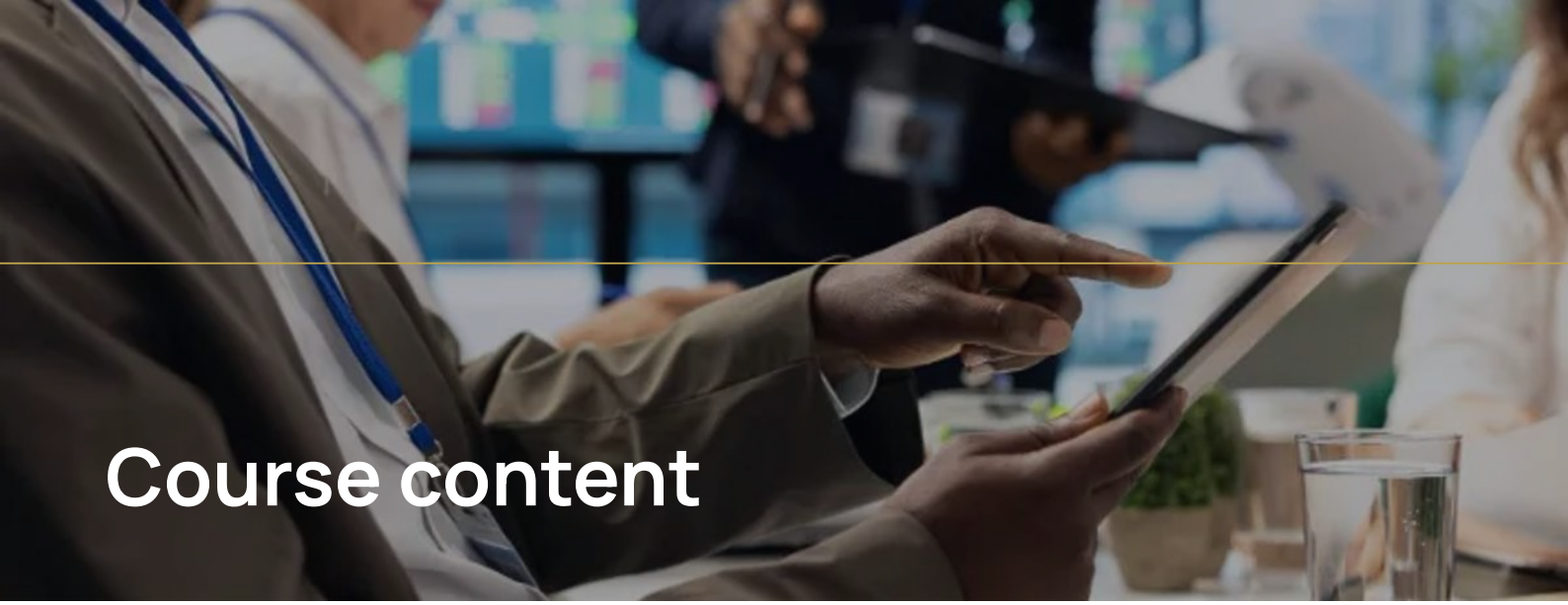
09:00–09:54	Understanding change management principles in the context of HR automation and employee adaptation
09:54–10:48	Developing a comprehensive communication plan for stakeholders and employees to ensure buy-in
10:48–11:00	Measuring the impact of automation on HR performance and employee satisfaction through surveys
11:00–11:30	**Coffee break**
11:30–12:12	Measuring the impact of automation on HR performance and employee satisfaction through surveys (continued)
12:12–13:06	Gathering feedback from users and making adjustments post-implementation to improve processes
13:06–14:00	Sustaining automation initiatives for long-term success and continuous improvement through regular reviews

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

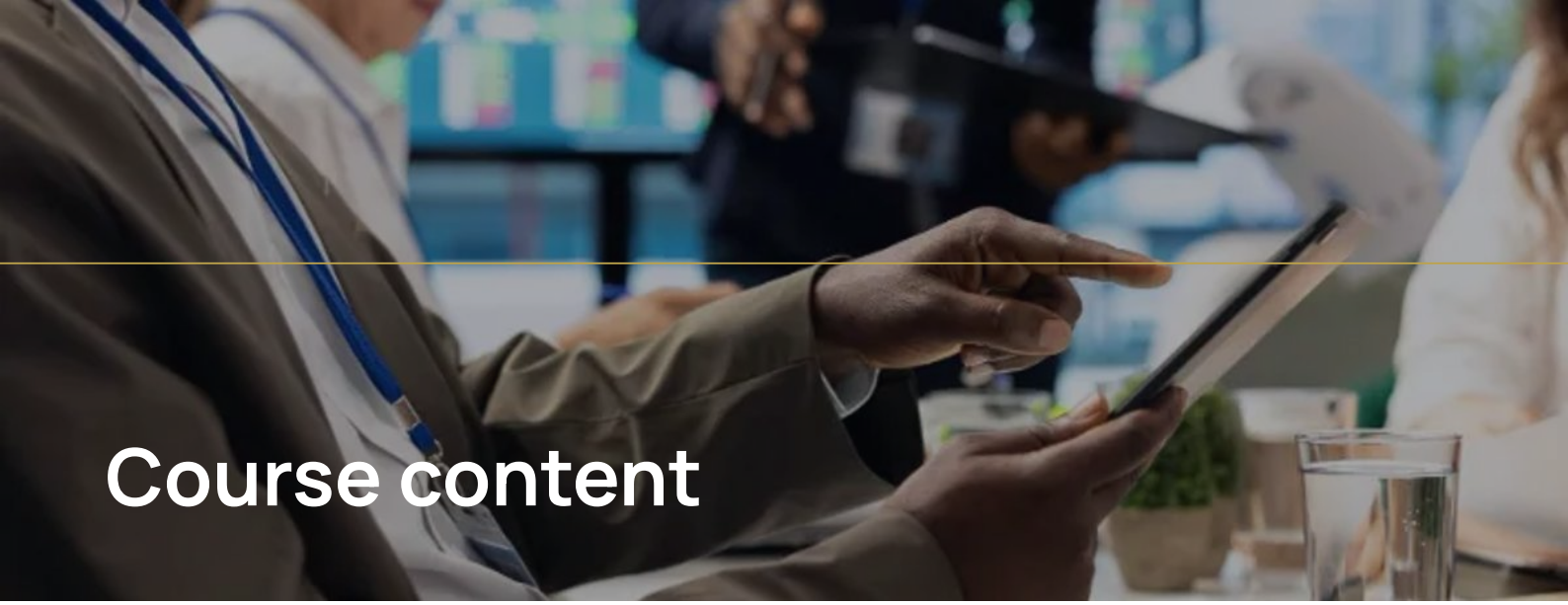
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

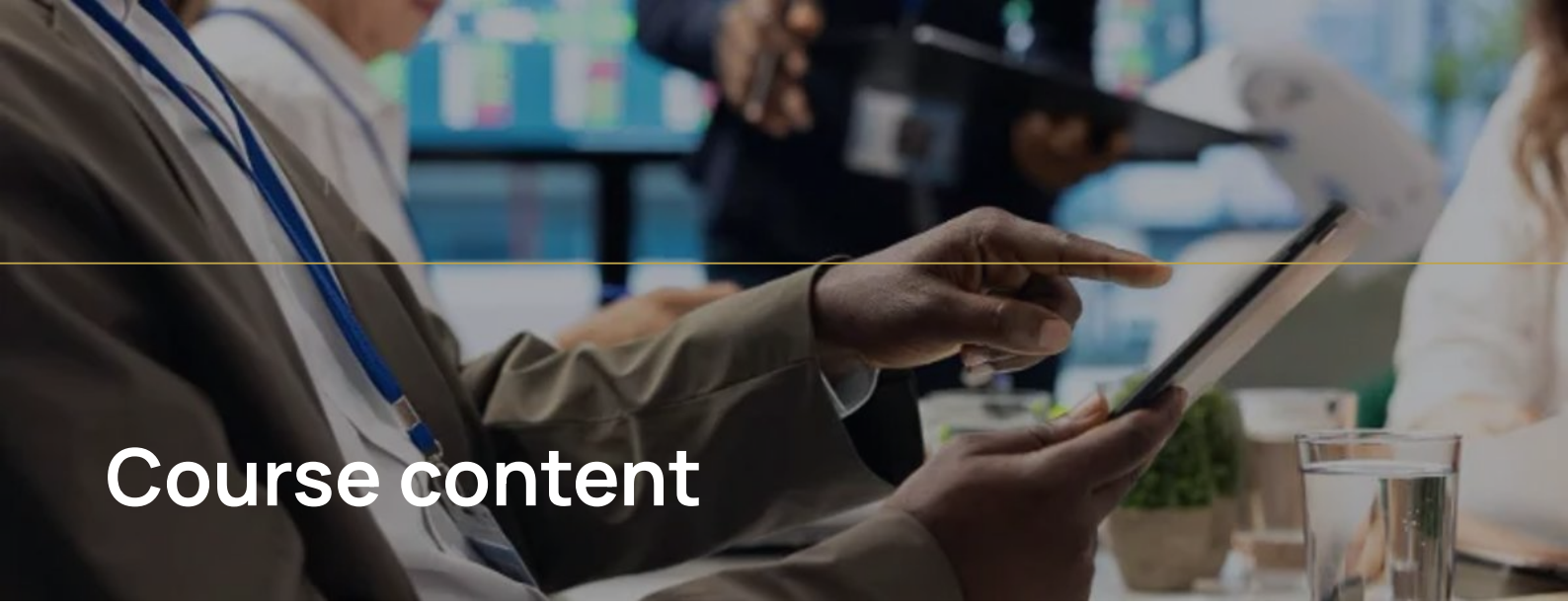
Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

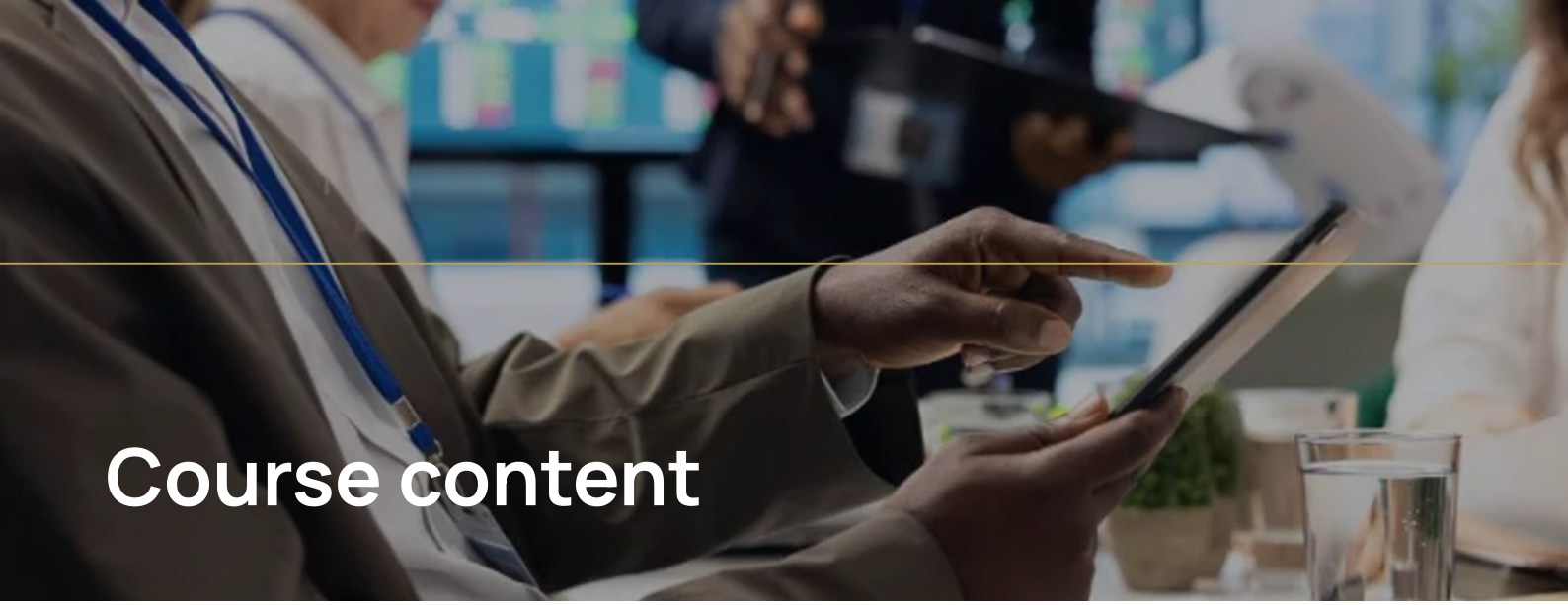
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**



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Dates, venues and fees (continued)

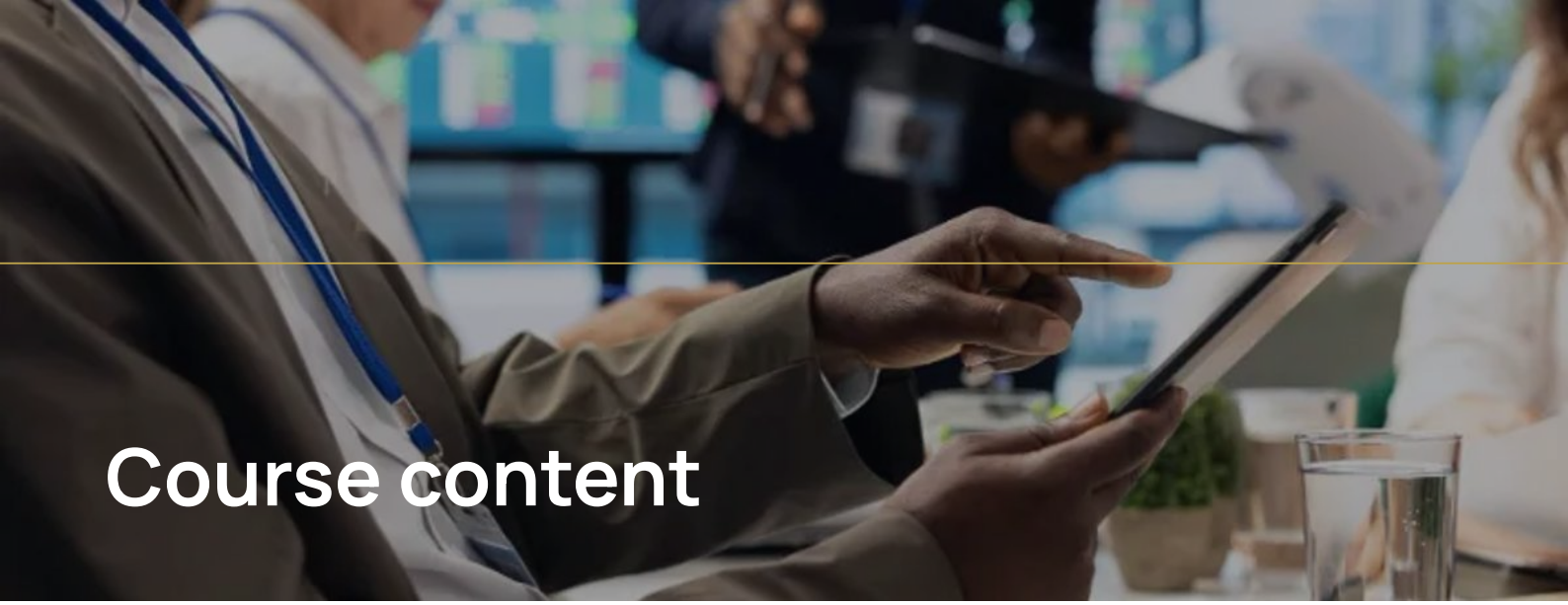
Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.-**



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Dates, venues and fees (continued)

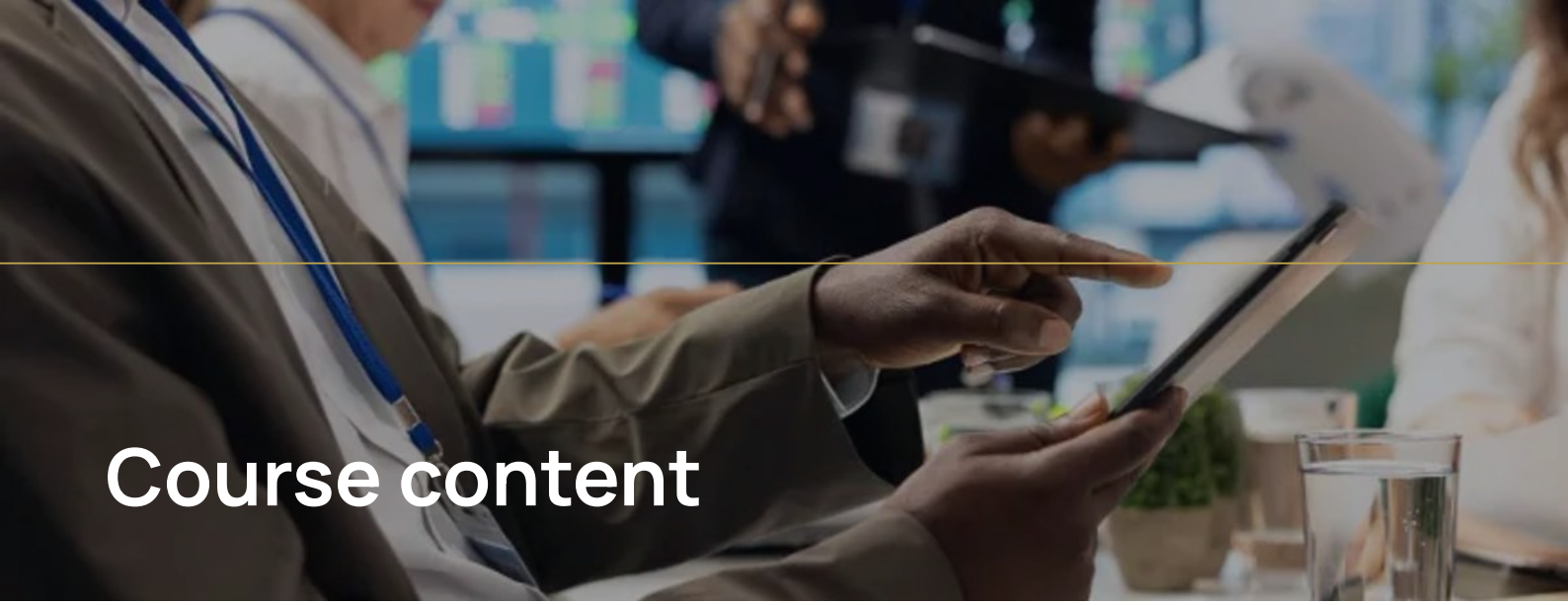
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**



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Dates, venues and fees (continued)

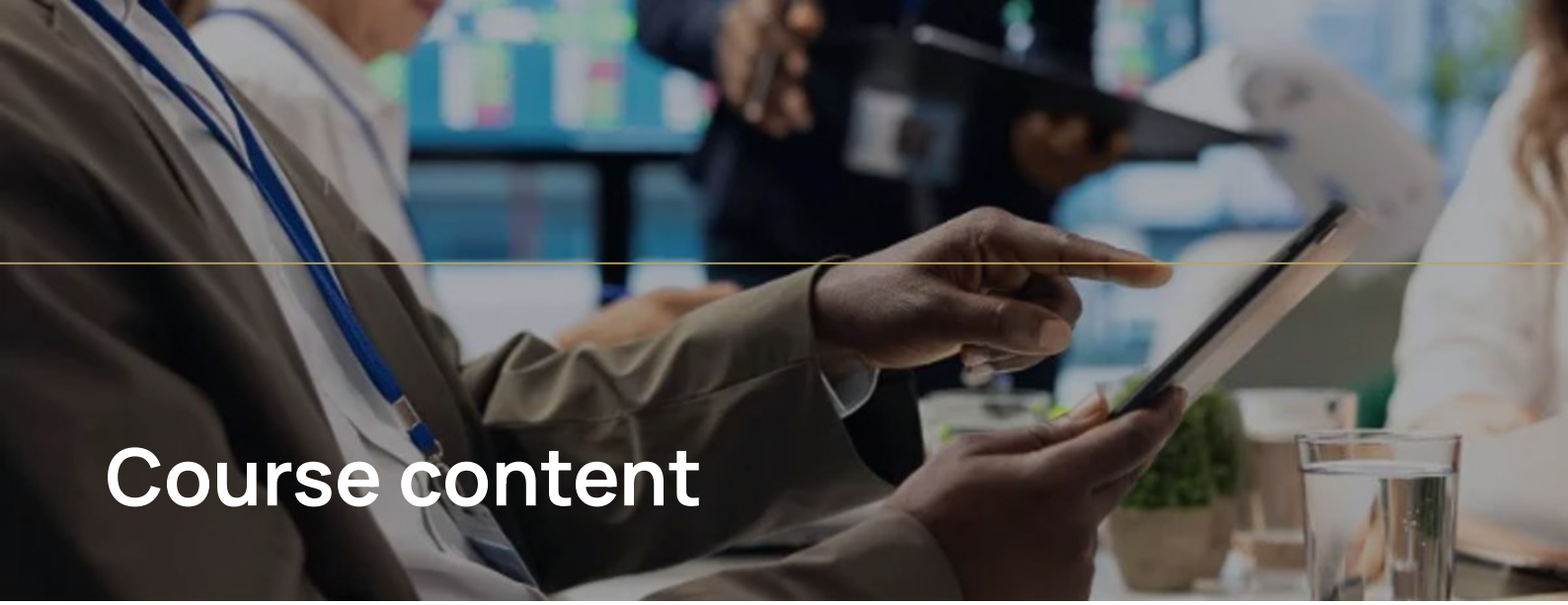
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**



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Dates, venues and fees (continued)

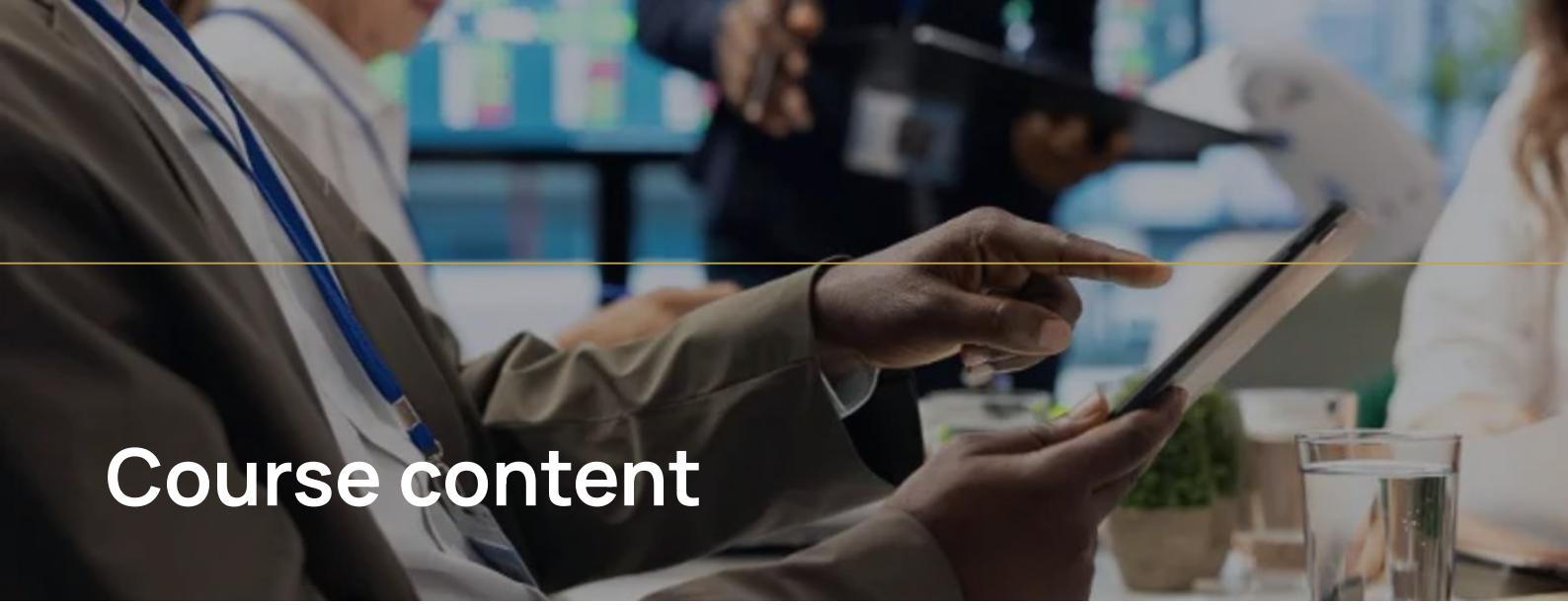
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,840.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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