

HUMAN RESOURCES | COURSE BROCHURE

# Digital Transformation in HR

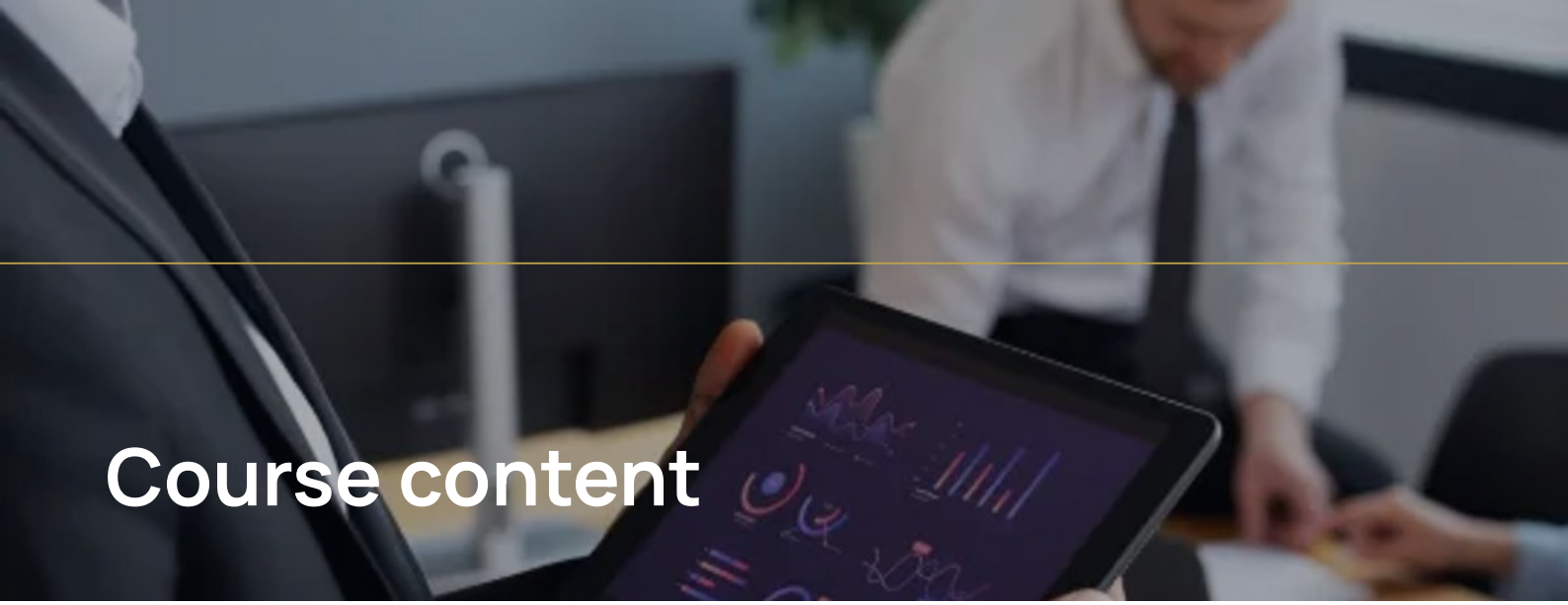
5 days | Classroom training | English

**SMART HORIZON**

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Amsterdam
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# Course content

## Why attend

This course explores the integration of digital technologies in Human Resources, focusing on practical strategies for enhancing HR processes, employee engagement, and data-driven decision-making. Participants will develop skills to lead digital transformation initiatives within their organisations.

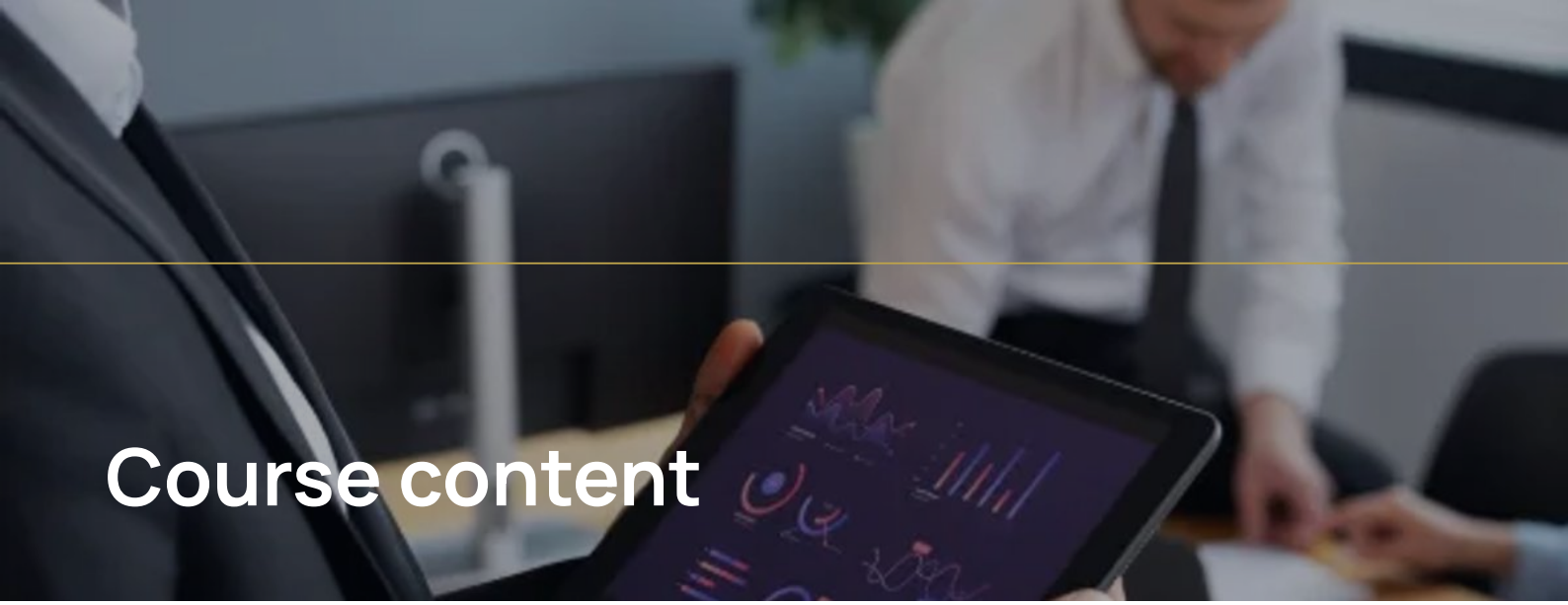
HR professionals face significant challenges in adapting to rapid technological changes that impact workforce management and employee experience. The ability to effectively implement digital tools is crucial for improving efficiency, streamlining processes, and enhancing employee engagement. This course addresses these challenges by providing practical insights into digital transformation strategies tailored for HR, enabling participants to identify specific areas for improvement and innovation within their organisations. By understanding the implications of digital transformation, HR leaders can better align their strategies with organisational goals, drive meaningful change, and foster a culture of continuous improvement that supports overall business success.
Participants will engage in hands-on activities that simulate real-world scenarios, enabling them to practice decision-making and problem-solving in digital HR contexts. They will learn to evaluate and select appropriate digital tools, develop data-driven strategies, and create change management plans to facilitate digital adoption. By developing capabilities in data analytics, digital communication, and process automation, attendees will be equipped to lead their organisations through the complexities of digital transformation in HR. This course empowers HR professionals to enhance their strategic contributions, improve workforce agility, and ultimately create a more engaged and productive workforce.

## Professional Problems This Course Is Designed to Solve

• Disconnected HR systems and repetitive administrative processes.
• Technology adoption without clear people and process priorities.
• Difficulty measuring the effectiveness of digital HR initiatives.

## Course methodology

The course employs a blend of case studies, interactive workshops, and group discussions to foster practical learning. Participants will analyse real-world HR challenges and collaborate on solutions using digital tools and methodologies. Specific exercises include evaluating HR software, conducting data analyses, and developing change management plans. Outputs will include a digital transformation roadmap and a data-driven HR strategy, demonstrating their understanding and application of course concepts. This hands-on approach ensures that participants can directly apply their learning to their workplace, enhancing their capability to lead digital initiatives effectively and confidently. By focusing on practical applications, participants will leave with tangible skills and strategies they can implement immediately.



# Course content

## Course objectives

By the end of this course, participants will be able to:
• Analyse current HR processes to identify areas for digital improvement.
• Design a digital transformation roadmap tailored for HR functions.
• Evaluate digital tools and platforms for enhancing employee engagement and performance.
• Implement data analytics techniques to support HR decision-making and strategy.
• Justify the selection of specific technologies for HR transformation initiatives and their expected outcomes.
• Construct a change management plan to facilitate digital adoption in HR practices and processes.
• Assess the impact of digital transformation on organisational culture and employee experience.
• Develop a comprehensive digital strategy that aligns HR goals with overall business objectives.

## Target audience

This course is suitable for:
• HR Managers seeking to enhance their digital capabilities.
• HR Business Partners aiming to align technology with business strategy.
• Talent Acquisition Specialists focused on leveraging digital tools for recruitment.
• Learning and Development Professionals interested in digital training solutions.
• HR Analysts looking to utilise data for strategic insights.

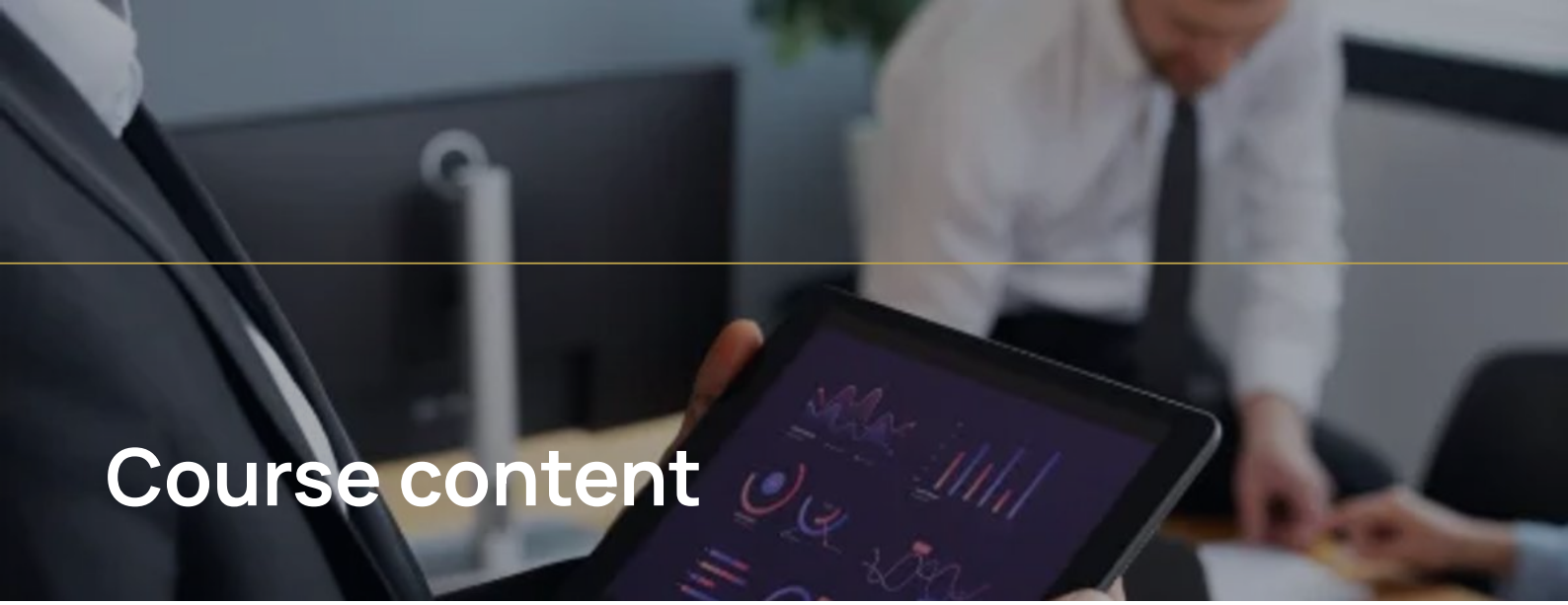
## Target competencies

Participants will develop competencies in:
• Developing digital HR strategies aligned with business goals.
• Utilising data analytics for informed HR decision-making.
• Implementing change management practices for digital initiatives.
• Enhancing employee engagement through digital platforms.
• Evaluating and selecting appropriate HR technologies.
• Facilitating training and development in digital skills.

## Course outline

### Day 1: Understanding Digital Transformation in HR

Applied activity: Participants will assess their organisation's current HR processes and identify three key areas where digital transformation could enhance efficiency and effectiveness. They will use a SWOT analysis framework to evaluate these areas and present their findings to the group.
Output: A completed SWOT analysis report highlighting digital transformation opportunities in HR.



# Course content

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|---|---|
| 09:00–09:54 | Defining digital transformation and its relevance to HR functions and processes. |
| 09:54–10:48 | Exploring the impact of technology on HR practices and employee experience. |
| 10:48–11:00 | Identifying key trends in digital HR and their implications for organisations. |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Identifying key trends in digital HR and their implications for organisations. (continued) |
| 12:12–13:06 | Assessing the current state of HR digitalisation in various sectors. |
| 13:06–14:00 | Understanding the role of HR in driving digital change and innovation across the organisation. |

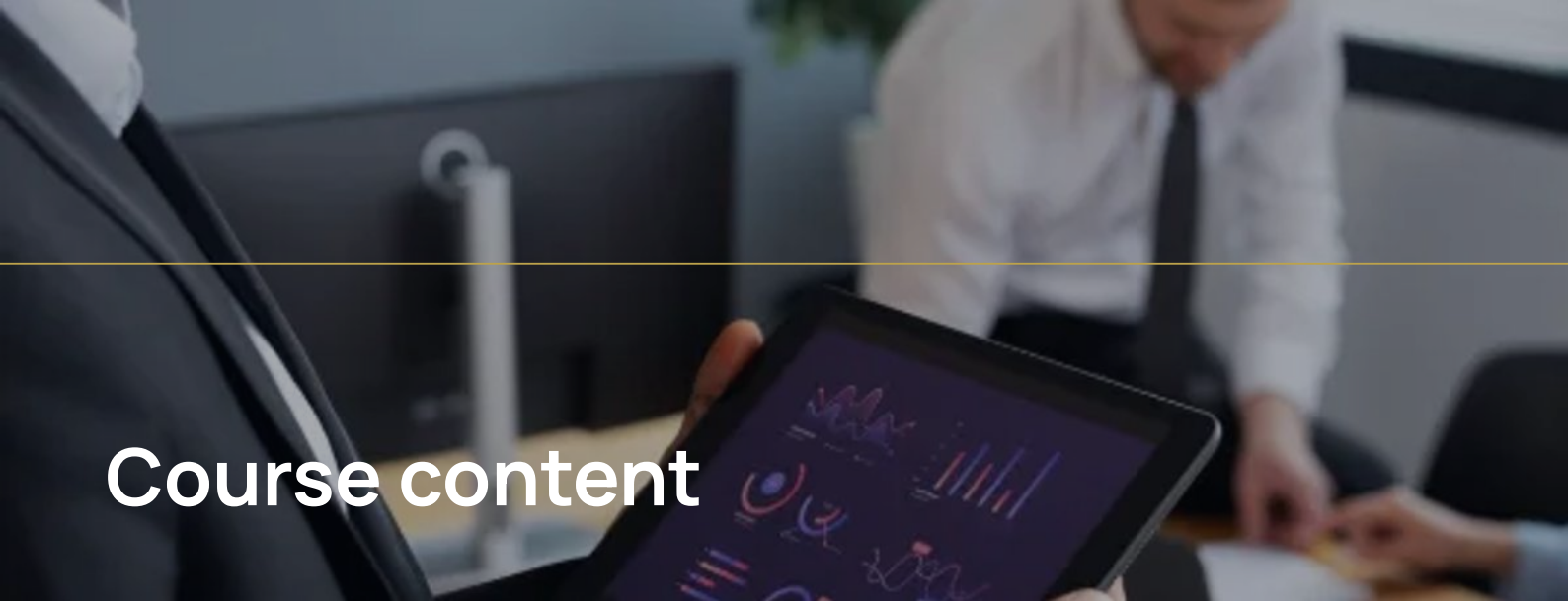
## Day 2: Digital Tools for HR Efficiency

Applied activity: In groups, participants will research and present on a specific HR technology tool, discussing its features, benefits, and potential challenges for implementation in their organisation. They will also suggest how to integrate this tool into current HR practices effectively.
Output: A presentation summarising the key findings and recommendations for the selected HR technology.

| | |
|---|---|
| 09:00–09:54 | Overview of essential digital tools for HR functions, including applicant tracking systems (ATS) and human resources information systems (HRIS). |
| 09:54–10:48 | Evaluating HR software solutions for recruitment, onboarding, and performance management processes. |
| 10:48–11:00 | Exploring tools for employee engagement and communication, such as intranets, surveys, and feedback platforms. |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Exploring tools for employee engagement and communication, such as intranets, surveys, and feedback platforms. (continued) |
| 12:12–13:06 | Understanding the role of HR analytics in decision-making and strategic planning. |
| 13:06–14:00 | Integrating digital tools into existing HR processes to improve workflow and productivity. |

## Day 3: Data-Driven Decision Making in HR

Applied activity: Participants will work with sample HR data to conduct an analysis, identifying trends and insights that could inform HR strategies. They will create a dashboard to present their findings and recommendations to improve HR practices based on data-driven insights.
Output: A data dashboard showcasing key HR metrics and insights derived from the analysis.



# Course content

| | |
|---|---|
| **09:00–09:54** | Introduction to HR analytics and its importance for strategic HR management and planning. |
| **09:54–10:48** | Collecting and analysing HR data for insights on employee performance, engagement, and retention. |
| **10:48–11:00** | Using data to inform talent management strategies and workforce planning initiatives. |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Using data to inform talent management strategies and workforce planning initiatives. (continued) |
| **12:12–13:06** | Measuring the impact of HR initiatives through analytics and reporting methodologies. |
| **13:06–14:00** | Creating dashboards for HR metrics and visualising data for stakeholders and decision-makers. |

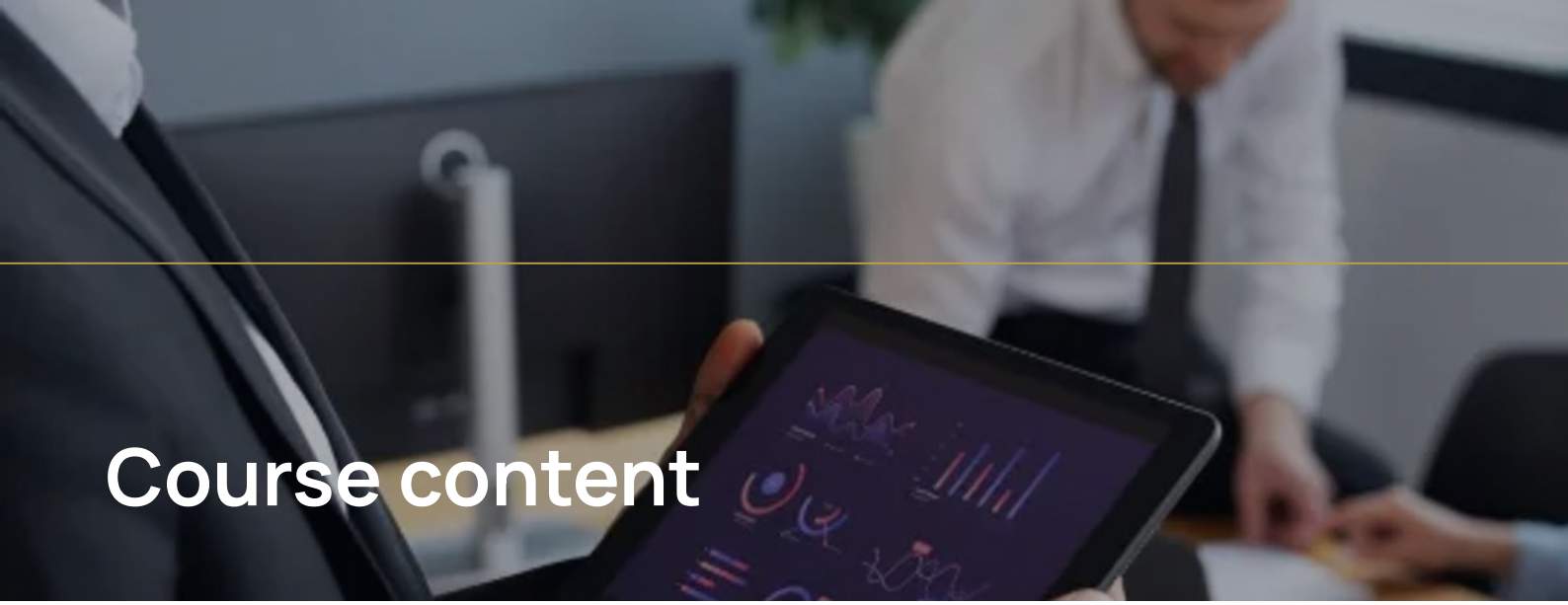
## Day 4: Change Management for Digital Adoption

Applied activity: Participants will develop a change management plan for a hypothetical digital transformation initiative in HR, outlining key steps, communication strategies, and support mechanisms. They will role-play scenarios to practice communication skills and stakeholder engagement techniques.
Output: A comprehensive change management plan document detailing strategies for digital adoption.

| | |
|---|---|
| **09:00–09:54** | Understanding change management principles in HR and their significance for successful digital initiatives. |
| **09:54–10:48** | Developing a change management strategy for digital initiatives in HR, including stakeholder engagement. |
| **10:48–11:00** | Communicating change effectively to stakeholders and employees to ensure buy-in and support. |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Communicating change effectively to stakeholders and employees to ensure buy-in and support. (continued) |
| **12:12–13:06** | Training and supporting employees during digital transitions to ensure smooth adoption and usage. |
| **13:06–14:00** | Evaluating the success of change management efforts and making necessary adjustments for continuous improvement. |

## Day 5: Integrating Digital Transformation in HR Practices

Applied activity: In a final project, participants will integrate their learnings to create a comprehensive digital transformation strategy for their HR department, including a roadmap, key initiatives, and expected outcomes. They will present their strategy to the group for feedback and discussion.
Output: A detailed digital transformation strategy document for HR, including a roadmap and implementation plan.



# Course content

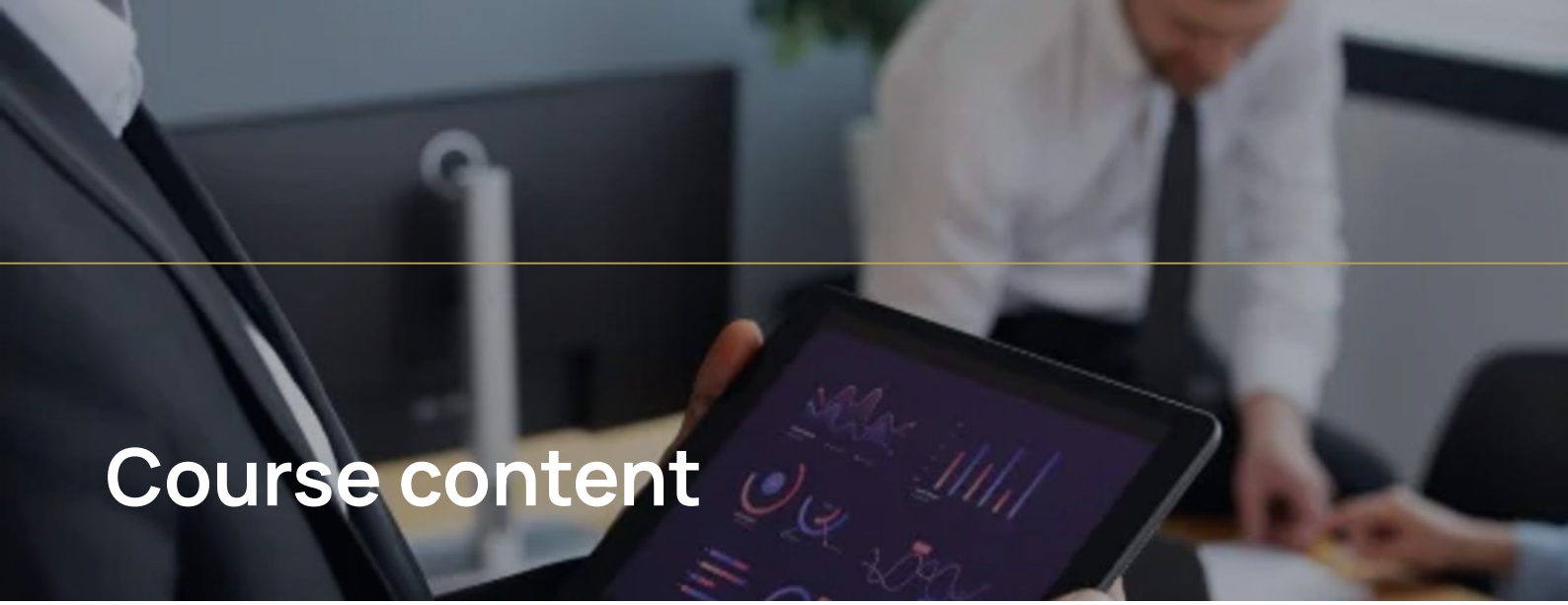
| | |
|---|---|
| **09:00–09:54** | Creating a holistic digital transformation strategy for HR that aligns with business goals and objectives. |
| **09:54–10:48** | Aligning HR objectives with organisational objectives through digitalisation and technology integration. |
| **10:48–11:00** | Developing a roadmap for implementing digital HR initiatives and measuring success over time. |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Developing a roadmap for implementing digital HR initiatives and measuring success over time. (continued) |
| **12:12–13:06** | Assessing the cultural impact of digital transformation on HR practices and employee engagement. |
| **13:06–14:00** | Preparing for future trends in digital HR and establishing a framework for continuous improvement. |

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.

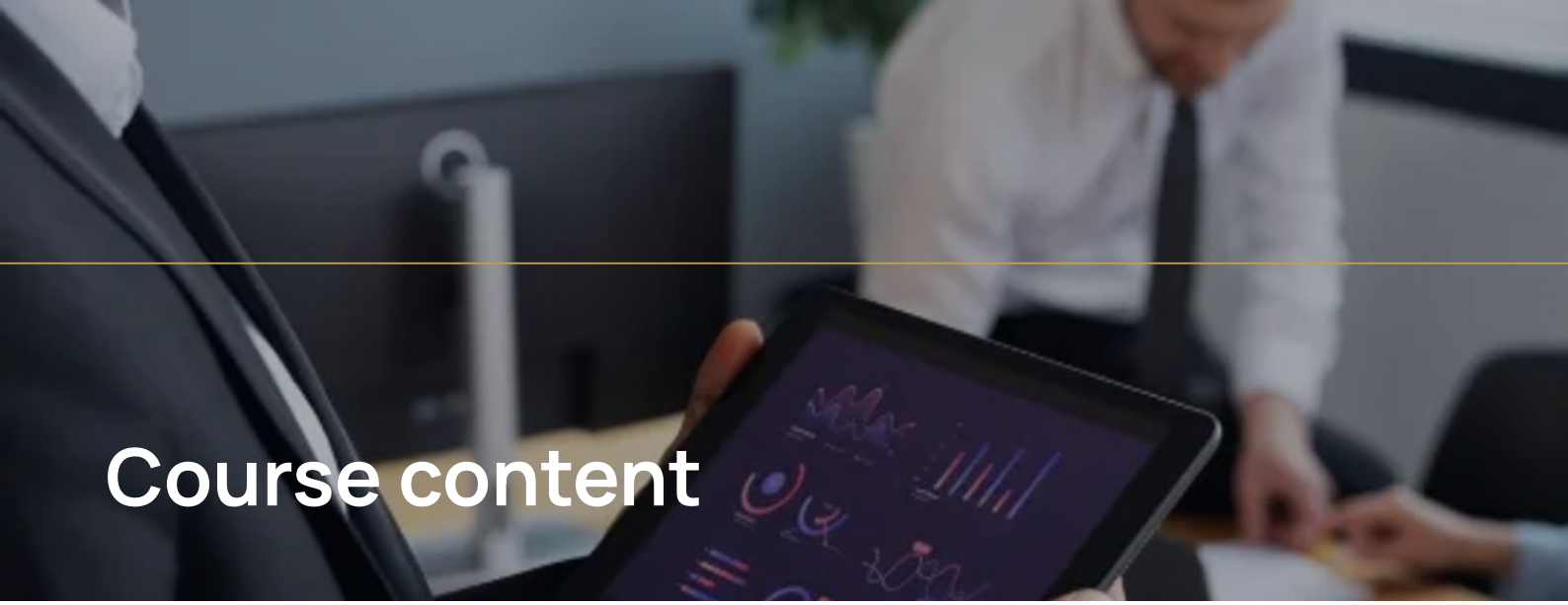
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,450.-** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,250.-** |
| Rome<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€2,450.-** |
| Online<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

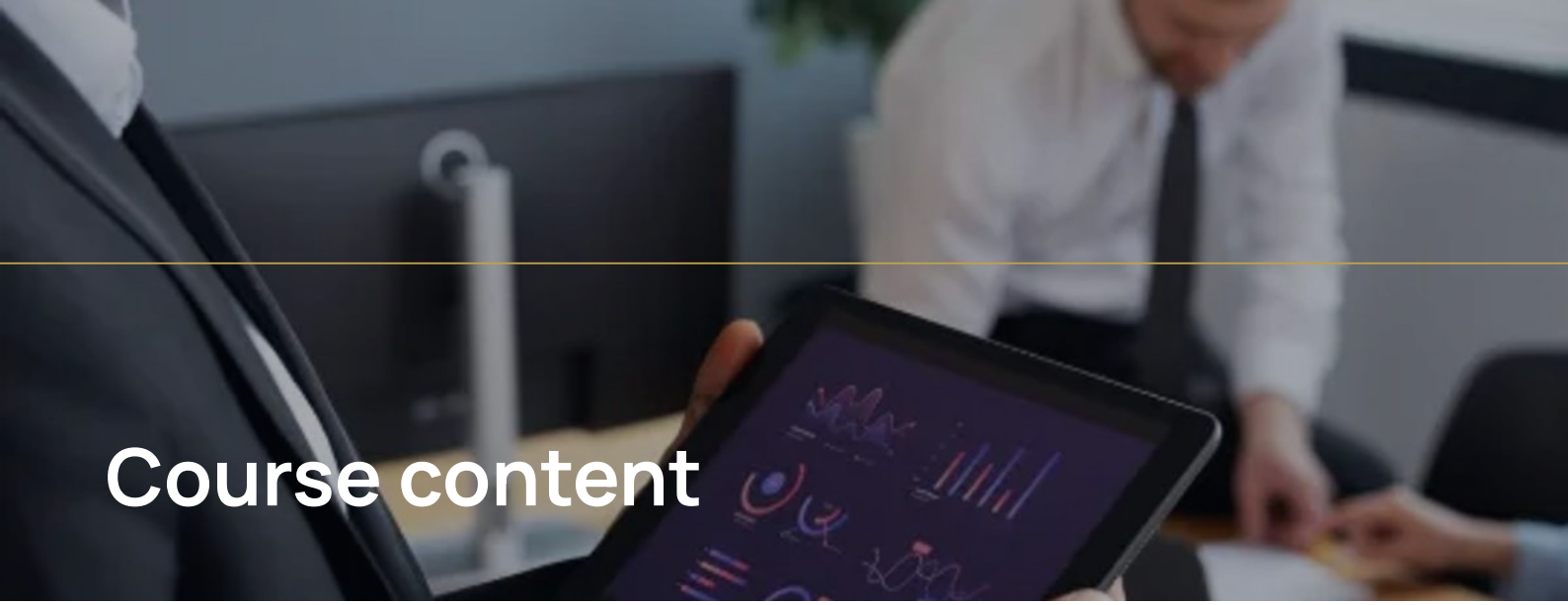
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Paris<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€2,860.-** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€2,650.-** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€2,540.-** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€1,250.-** |
| Singapore<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **€2,820.-** |
| Online<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **€1,250.-** |
| London<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€2,450.-** |



# Course content

## Dates, venues and fees (continued)

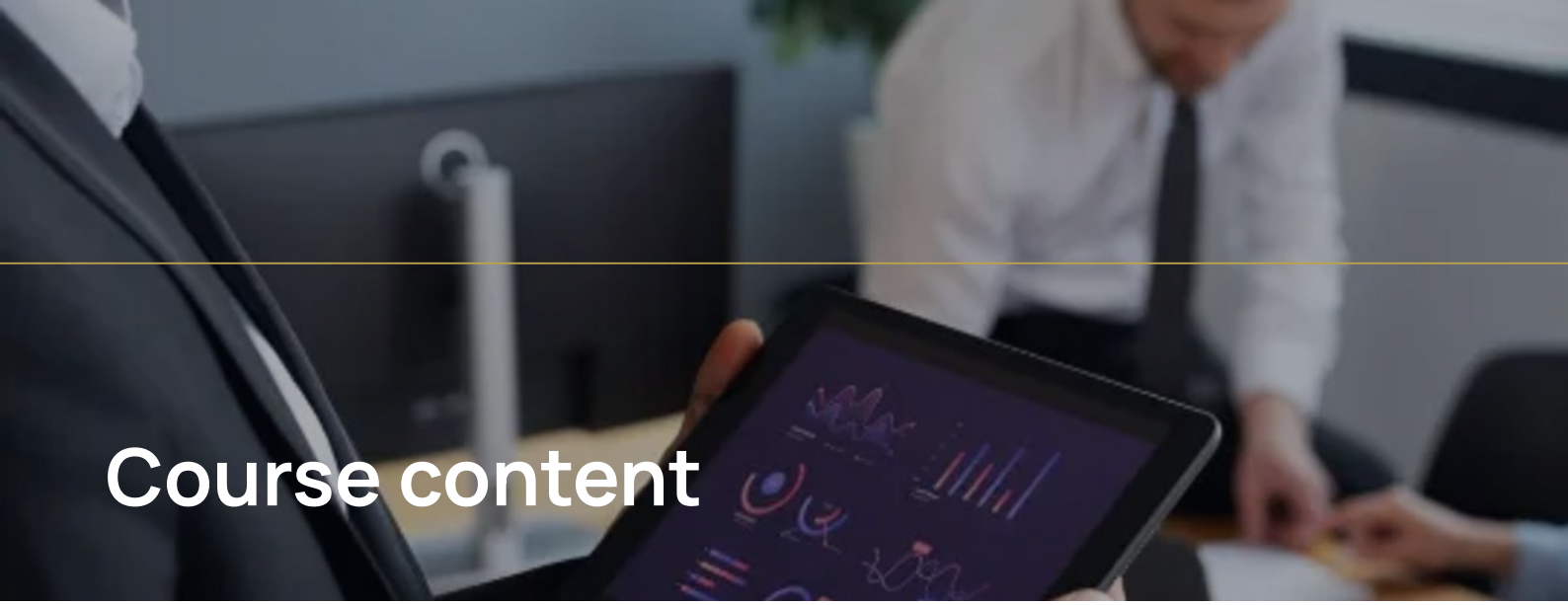
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€1,250.–** |
| Barcelona<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€2,840.–** |
| Online<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,250.–** |
| Frankfurt<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **€1,450.–** |
| Online<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **€1,250.–** |



# Course content

## Dates, venues and fees (continued)

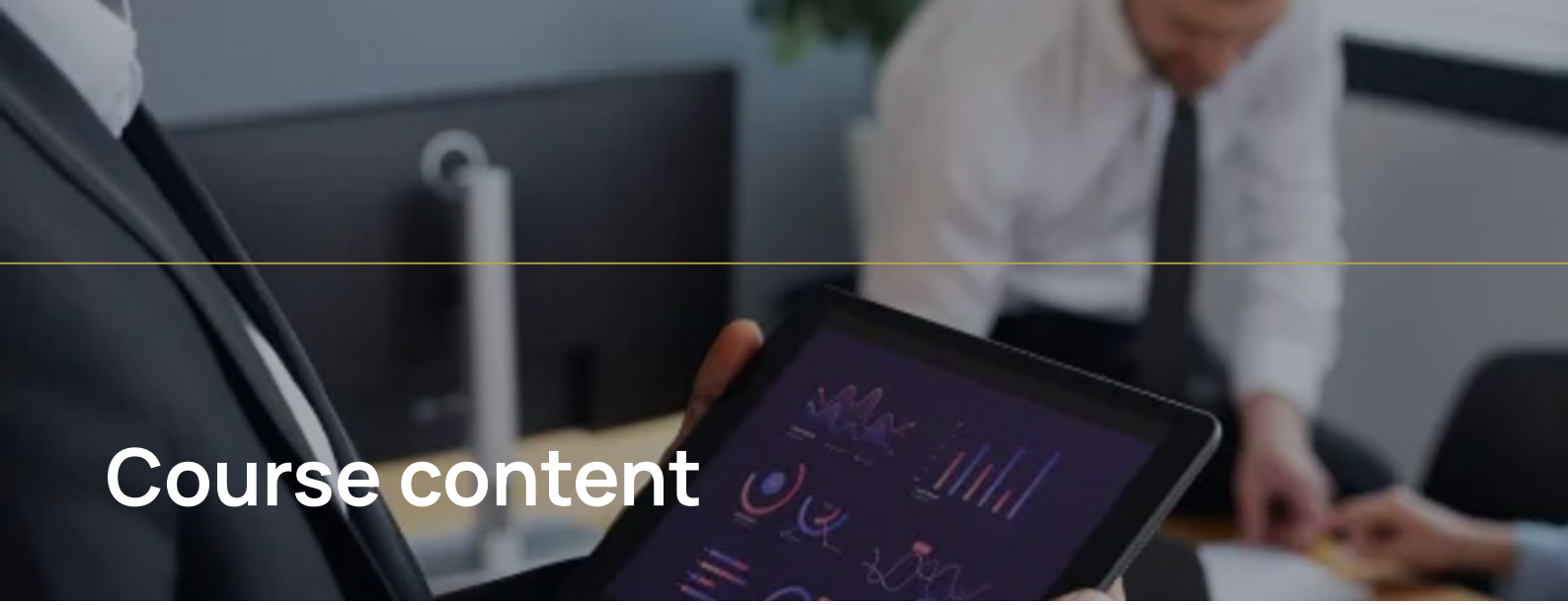
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Paris<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **€2,820.-** |



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## Dates, venues and fees (continued)

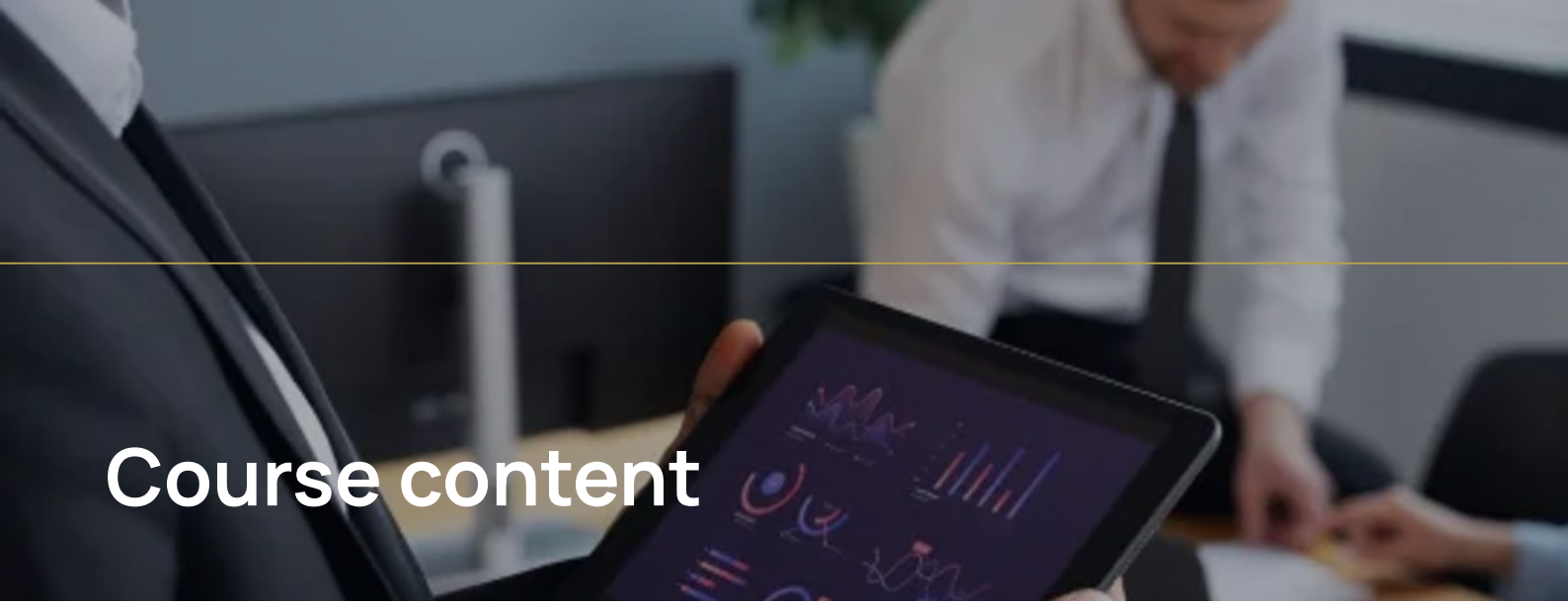
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **€1,250.–** |
| London<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€1,250.–** |
| Rome<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **€1,250.–** |
| Frankfurt<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,250.–** |



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## Dates, venues and fees (continued)

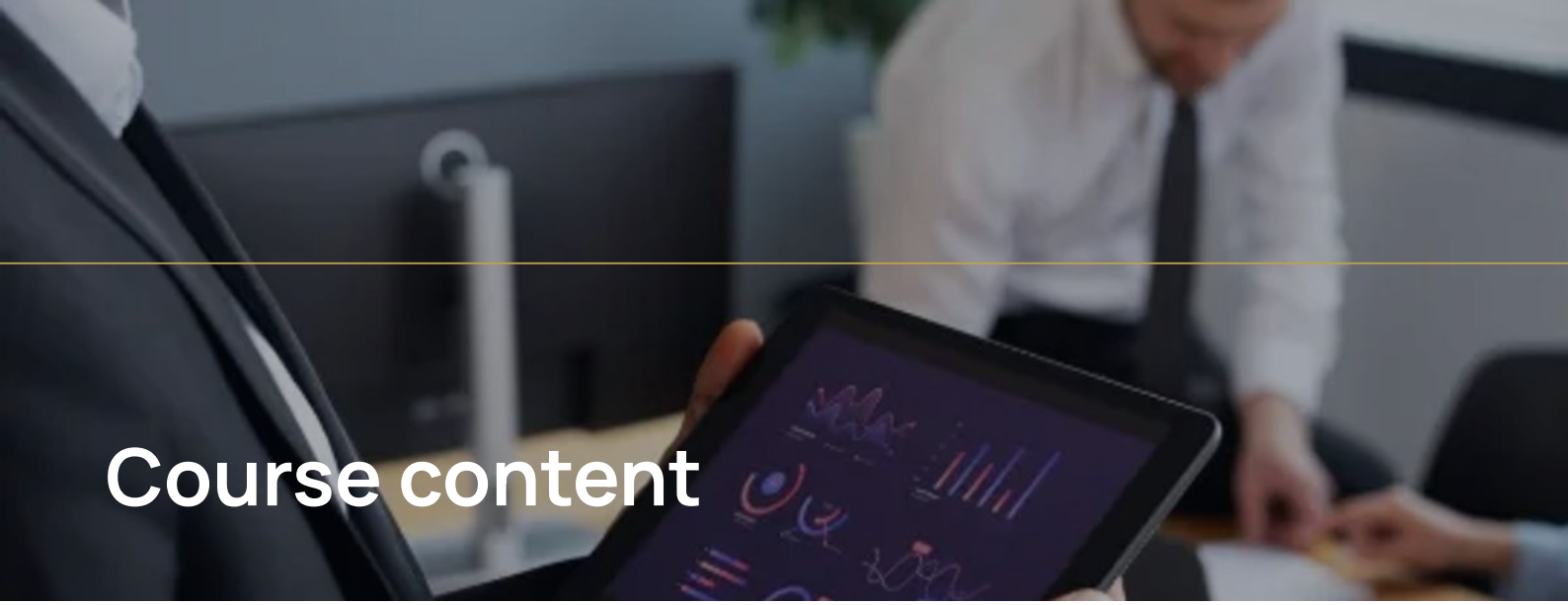
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€2,540.-** |



# Course content

## Dates, venues and fees (continued)

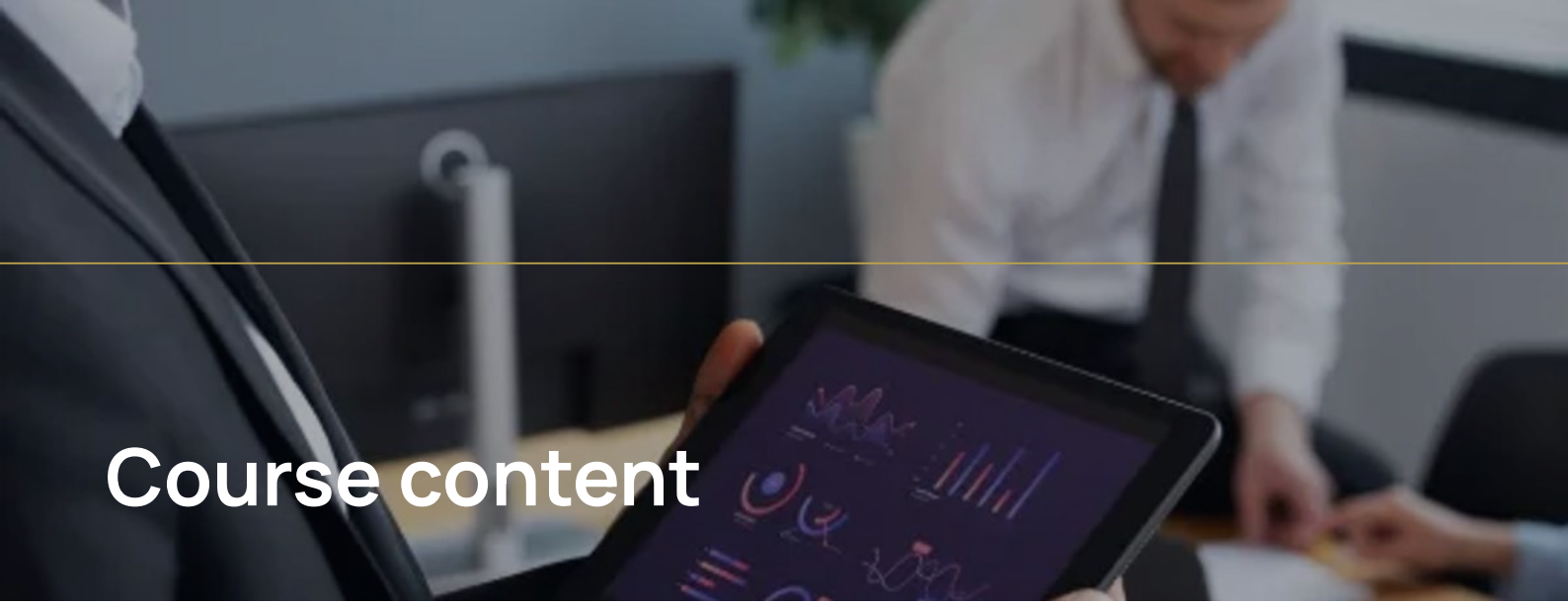
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€2,820.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€1,250.-** |
| London<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **€1,250.-** |
| Vienna<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€2,940.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Frankfurt<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€2,540.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>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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The Netherlands

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