

HUMAN RESOURCES | COURSE BROCHURE

HR Metrics and Analytics

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course on HR Metrics and Analytics equips professionals with the skills to effectively measure and analyse workforce data. Participants will learn to interpret key metrics, make data-driven decisions, and align HR strategies with organisational goals, enhancing overall performance and employee engagement.

HR professionals often struggle to quantify the impact of their initiatives on business outcomes. Understanding HR metrics and analytics enables them to provide evidence-based insights that drive strategic decisions. This course addresses the challenge of translating complex data into actionable strategies that improve workforce effectiveness, retention rates, and overall organisational performance. Participants will gain the ability to identify trends, assess the effectiveness of HR programs, and make informed decisions that align with business objectives, ensuring that HR contributes meaningfully to organisational success. By mastering these skills, HR professionals can enhance their credibility and influence within their organisations, ultimately leading to better workforce management.
The practical capabilities developed in this course will empower HR professionals to tackle specific workplace challenges, such as optimising recruitment processes, enhancing employee engagement, and reducing turnover. Participants will engage in hands-on exercises that simulate real-world scenarios, allowing them to practice analysing employee turnover rates, recruitment efficiency, and engagement scores. They will also learn to create dashboards that effectively communicate insights to stakeholders. By developing these capabilities, attendees will be better equipped to influence organisational performance through informed HR practices and strategic workforce planning. This course ultimately aims to foster a data-driven culture within HR departments, enhancing their role as strategic partners in business.

Professional Problems This Course Is Designed to Solve

- HR measures that do not inform business decisions.
- Inconsistent workforce data and reporting definitions.
- Difficulty interpreting people analytics and communicating findings.

Course methodology

The course employs a blend of case studies, interactive workshops, and hands-on data analysis exercises to build participants' capabilities in HR metrics and analytics. Each session includes practical applications where participants will work with real data sets to derive insights and create reports. For example, participants will engage in exercises that involve calculating turnover rates, designing dashboards, and interpreting employee engagement survey results. Outputs will include dashboards, analytical reports, and presentations that demonstrate their understanding of key metrics and their implications for HR strategy. This approach ensures that participants not only learn theoretical concepts but also apply them in practical, workplace-relevant contexts.



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Course objectives

By the end of this course, participants will be able to:
• Analyse key HR metrics to assess organisational performance and identify improvement areas.
• Calculate turnover rates and their impact on recruitment strategies to optimise hiring processes.
• Diagnose employee engagement levels using survey data to inform retention initiatives.
• Design effective HR dashboards for data visualisation that communicate insights to stakeholders.
• Prioritise HR initiatives based on analytical insights to align with business goals and objectives.
• Construct a data-driven recruitment strategy using analytics to enhance talent acquisition efforts.
• Justify HR decisions with evidence from workforce data to support strategic recommendations.
• Evaluate the effectiveness of HR initiatives through data analysis to ensure continuous improvement.

Target audience

This course is suitable for:
• HR Managers seeking to enhance their analytical skills and strategic impact.
• Talent Acquisition Specialists focused on improving recruitment metrics and processes.
• HR Business Partners aiming to align HR strategies with business goals and performance metrics.
• Organisational Development Professionals interested in measuring and improving employee engagement.

Target competencies

Participants will develop competencies in:
• Ability to interpret HR metrics for strategic decision-making and organisational improvement.
• Proficiency in data analysis tools and techniques for effective HR management.
• Skill in developing visualisations that communicate data insights to diverse audiences.
• Expertise in aligning HR initiatives with organisational objectives and performance metrics.
• Capability to conduct workforce trend analysis and forecasting for proactive HR planning.
• Knowledge of best practices in HR analytics and reporting for continuous improvement.

Course outline

Day 1: Introduction to HR Metrics and Analytics

Applied activity: Participants will analyse a fictional company's HR metrics report to identify key performance indicators and areas for improvement. They will discuss the implications of these metrics on HR strategy and present their findings to the group.
Output: A summary report highlighting key metrics, insights, and recommendations for HR improvements.



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09:00–09:54	Understanding the importance of HR metrics in strategic decision-making and performance improvement.
09:54–10:48	Identifying key HR metrics relevant to organisational goals and objectives.
10:48–11:00	Exploring various data sources for effective HR analytics and reporting.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring various data sources for effective HR analytics and reporting. (continued)
12:12–13:06	Introduction to data collection methods and tools used in HR analytics.
13:06–14:00	Overview of data privacy, ethical considerations, and compliance in HR analytics.

Day 2: Data Collection and Management

Applied activity: In groups, participants will create a data collection plan for a specific HR initiative, addressing potential data quality issues, governance measures, and compliance requirements. They will present their plans to the class for feedback.
Output: A comprehensive data collection plan outlining methods, sources, governance measures, and compliance considerations.

09:00–09:54	Designing effective data collection methods for accurate HR metrics and analytics.
09:54–10:48	Understanding data integrity, quality assurance, and validation techniques in HR data.
10:48–11:00	Utilising HR information systems for efficient data management and reporting.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising HR information systems for efficient data management and reporting. (continued)
12:12–13:06	Exploring quantitative vs qualitative data in HR analytics and their applications.
13:06–14:00	Developing a data governance framework for HR analytics to ensure compliance and reliability.

Day 3: Analysing Workforce Data

Applied activity: Participants will analyse a provided dataset on employee turnover and engagement, using statistical methods to derive insights and recommendations for HR interventions. They will present their findings to the group.
Output: An analytical report detailing findings, insights, and suggested HR interventions based on data analysis.

09:00–09:54	Techniques for analysing employee turnover and retention metrics to inform HR strategies.
09:54–10:48	Methods for assessing recruitment effectiveness, time-to-hire, and candidate quality.



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10:48–11:00	Utilising statistical tools for HR data analysis and interpretation of results.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising statistical tools for HR data analysis and interpretation of results. (continued)
12:12–13:06	Interpreting employee engagement survey results and identifying actionable insights.
13:06–14:00	Identifying trends and patterns in workforce data to inform strategic HR decisions.

Day 4: Visualising HR Metrics

Applied activity: Participants will develop a dashboard for a fictional HR scenario, incorporating key metrics and visualisation techniques to present to stakeholders. They will justify their design choices based on audience needs.
Output: A prototype HR dashboard showcasing key metrics, visual insights, and a presentation of findings.

09:00–09:54	Best practices for creating HR dashboards and reports that effectively communicate insights.
09:54–10:48	Tools for data visualisation in HR analytics and their applications in reporting.
10:48–11:00	Designing visual representations of HR data for stakeholders and decision-makers.
11:00–11:30	**Coffee break**
11:30–12:12	Designing visual representations of HR data for stakeholders and decision-makers. (continued)
12:12–13:06	Communicating insights effectively to non-technical audiences through storytelling techniques.
13:06–14:00	Using data visualisation to enhance understanding of HR metrics and drive engagement.

Day 5: Integrating HR Analytics into Strategic Planning

Applied activity: In teams, participants will create a strategic HR plan that incorporates analytics to address a specific organisational challenge, presenting their findings to the group. They will outline metrics for success and implementation steps.
Output: A strategic HR plan that integrates analytics, outlines specific initiatives, and identifies metrics for measuring success.

09:00–09:54	Aligning HR metrics with organisational strategy and goals for enhanced performance.
09:54–10:48	Using predictive analytics for workforce planning and forecasting future HR needs.
10:48–11:00	Evaluating the impact of HR initiatives on business outcomes through data analysis.
11:00–11:30	**Coffee break**
11:30–12:12	Evaluating the impact of HR initiatives on business outcomes through data analysis. (continued)



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12:12–13:06	Creating a culture of data-driven decision-making in HR departments and across the organisation.
13:06–14:00	Developing an action plan for implementing HR analytics and measuring success.

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)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.–**
Online Confirmed dates	17 May 2027	21 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.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,840.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
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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