



# تحليلات الأفراد والإدارة المستندة إلى الأدلة في العالم العربي

**Duration:** 5 Days

**Language:** ar

**Course Code:** PH1 - 144

## Objective

Participants will be able to:

- Understand the foundations of people analytics and evidence-based HR practices
- Collect and evaluate high-quality evidence from organisational data, scientific research, and stakeholder insights
- Apply analytical frameworks to diagnose workforce problems and guide strategic decisions
- Use descriptive, predictive, and prescriptive analytics within HR
- Build dashboards and visualisations for effective communication with stakeholders
- Integrate people analytics into workforce planning, performance management, and organisational development
- Implement ethical and responsible analytics practices, ensuring data privacy and transparency

## Audience

:This programme is ideal for

- HR Managers and HR Business Partners
- People Analytics and HR Data Specialists

- OD and Talent Management Professionals
- HR Directors and Strategic Decision-Makers
- Workforce Planning Specialists
- Business Analysts working with HR data
- Anyone seeking to build scientific decision-making skills within HR functions

## Training Methodology

The course uses hands-on analytics demonstrations, case studies, datasets, and collaborative exercises. Participants practise applying evidence-based frameworks and learn to translate insights into actionable recommendations for leaders

## Summary

This advanced programme provides HR professionals and organisational leaders with the analytical skills and decision-making frameworks needed to drive business outcomes through evidence-based people practices. Participants learn how to collect, analyse, and interpret workforce data, evaluate the quality of evidence, and apply analytical insights to improve recruitment, performance, retention, employee experience, and organisational strategy

The course bridges the gap between HR intuition and scientific decision-making by teaching statistical thinking, causal reasoning, and practical analytics tools. By the end of the programme, participants will be able to design and execute data-driven HR initiatives that create measurable value

## Course Content & Outline

### Section 1: Foundations of People Analytics & Evidence-Based HR

- What is people analytics? Scope, evolution, and strategic value
- (The principles of evidence-based management (EBM
- Types of organisational evidence: data, expertise, stakeholder input, and scientific
- research

- .Understanding correlation vs. causation in workforce analysis
- .Building a data-driven HR culture

## **Section 2: Collecting and Evaluating High-Quality Evidence**

- .Designing effective metrics and KPIs for HR functions
- .Sources of people data: HRIS, ATS, surveys, performance systems, operational data
- .Assessing evidence quality: reliability, validity, bias, and sample limitations
- .Triangulation: combining different forms of evidence to strengthen decisions

## **Section 3: Analytical Tools for Understanding Workforce Trends**

- Descriptive analytics: workforce composition, turnover, absenteeism, performance
  - .variability
- .Diagnostic analytics: root-cause analysis using statistical and qualitative tools
- .Predictive analytics: forecasting turnover, performance, and engagement risks
- .Prescriptive analytics: modelling interventions and optimisation methods
- .Data visualisation and dashboard creation for HR storytelling

## **Section 4: Applying Analytics to Core HR Functions**

- .Talent acquisition analytics: pipeline efficiency, selection insights, quality-of-hire
- .Performance analytics: linking behaviours, outcomes, and organisational objectives
- Engagement and experience analytics: interpreting surveys, sentiment analysis, and
  - .lifecycle trends
- .Workforce planning and capability modelling
- .Linking HR data to business KPIs: productivity, profitability, customer outcomes

## **Section 5: Ethical, Strategic, and Organisational Implementation**

- .Ethics in people analytics: transparency, fairness, accountability, and privacy
  - .Responsible use of AI and automation in people analytics
- .Communicating insights to leaders: influencing decisions with evidence
- .Designing and governing an organisational analytics function
- .Implementation roadmap: from pilot projects to enterprise-wide analytics adoption

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

إدارة الموارد البشرية HR, القيادة والإدارة

## Related Articles



### Predictive HR Analytics: A Pathway to Informed HR Decision-Making

Transform HR with predictive analytics—anticipate trends, hire smarter, boost engagement, and optimise strategies with real-world impact