



# Human Resources Management

## Understanding digital HR: tools and techniques in HR analytics

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- Location: London
  - Date: From 7/7/2025 To 11/7/2025
  - Investment: \$5950 (Excluding VAT)



LONDON ROYAL  
ACADEMY

[WWW.LONDONRA.COM](http://WWW.LONDONRA.COM)



## Course Introduction

This 5-day intensive course explores the transformative power of digital technologies in modern Human Resources (HR). Participants will gain a comprehensive understanding of how to leverage data, analytics, and digital tools to optimize HR processes, improve employee engagement, and drive organizational success. The program combines theoretical concepts with practical applications, including hands-on exercises, case studies, and demonstrations of popular HR technology platforms.

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation
- slides and handouts
- Post-assessment






## Course Objectives

Upon successful completion of this course, participants will be able to:

- Understand the digital HR landscape: Explore the evolution of HR and the impact of emerging technologies (AI, machine learning, automation).
- Master HR analytics techniques: Leverage data to analyze employee performance, engagement, and satisfaction.
- Utilize HR technology effectively: Gain proficiency in using HRMS, ATS, LMS, and other key HR platforms.
- Optimize HR processes: Automate repetitive tasks, streamline workflows, and improve efficiency across all HR functions.
- Enhance employee engagement: Utilize data and technology to improve employee experience and foster a positive work environment.
- Develop data-driven HR strategies: Translate HR data into actionable insights to inform strategic decision-making.
- Stay abreast of emerging trends: Understand the future of work and the evolving role of technology in HR.

## Who Should Attend?

This course is designed for HR professionals, managers, and business leaders who seek to enhance their knowledge and skills in digital HR. Ideal candidates include:

- HR Managers
  - HR Generalists
  - HR Specialists (e.g., Recruitment, Training, Compensation & Benefits)
  - Line Managers
  - Business Leaders
  - Anyone interested in leveraging technology to improve HR outcomes
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# Course Outline

## Day 1: Foundations of Digital HR

- Morning:
  - o The Evolution of HR: From Traditional to Digital
  - o Digital HR Trends: AI, Machine Learning, Automation, Big Data
  - o Building a Data-Driven HR Culture
- Afternoon:
  - o Introduction to HR Analytics: Key Metrics, Data Sources, and Dashboards
  - o Data Privacy and Security in HR: Compliance and Ethical Considerations

## Day 2: HR Technology Fundamentals

- Morning:
  - o Human Resource Management Systems (HRMS): Features, Benefits, and Selection Criteria
  - o Applicant Tracking Systems (ATS): Sourcing, Screening, and Onboarding
  - o Learning Management Systems (LMS): Training Delivery, Tracking, and Performance Management
- Afternoon:
  - o Hands-on Exercise: Exploring HRMS Features and Functionality
  - o Vendor Selection and Implementation: Best Practices for Choosing and Implementing HR Technology

## Day 3: HR Analytics in Action

- Morning:
  - o Workforce Analytics: Analyzing Employee Turnover, Productivity, and Engagement
  - o Recruitment Analytics: Measuring Recruitment Effectiveness and Improving Time-to-Hire
  - o Performance Analytics: Tracking Employee Performance, Identifying High-Potential Talent
- Afternoon:
  - o Compensation and Benefits Analytics: Analyzing Compensation Data, Benchmarking, and Cost Control
  - o Talent Management Analytics: Forecasting Talent Needs, Succession Planning, and Development

# Course Outline

## Day 4: Advanced HR Technologies

- Morning:
  - o Artificial Intelligence (AI) in HR: Chatbots, AI-powered Recruitment, Predictive Analytics
  - o Machine Learning for HR: Employee Segmentation, Risk Prediction, Performance Forecasting
  - o Robotic Process Automation (RPA): Automating Repetitive HR Tasks
- Afternoon:
  - o Hands-on Exercise: Using AI-powered Tools for Recruitment and Talent Management
  - o Exploring Emerging Technologies: Blockchain, Metaverse, and the Future of Work

## Day 5: Building a Digital HR Strategy

- Morning:
  - o Developing a Digital HR Roadmap: Aligning Technology with Business Goals
  - o Change Management and Adoption: Overcoming Resistance to Change and Driving Technology Adoption
  - o Building a Data-Driven HR Culture: Fostering Data Literacy and Collaboration
- Afternoon:
  - o Case Studies: Success Stories in Digital HR Transformation
  - o Q&A and Wrap-up Session

# Registration & Payment

Complete & Mail to London Royal Academy or email  
registration@londonra.com



## Registration Form

- Full Name (Mr / Ms / Dr / Eng) .....
- Position .....
- Telephone / Mobile .....
- Personal E-Mail .....
- Official E-Mail .....
- Company Name .....
- Address .....
- City / Country .....

### Payment Options

- Please invoice me
- Please invoice my company





# Terms & Conditions

Complete & Mail to London Royal Academy or email  
[registration@londonra.com](mailto:registration@londonra.com)



## Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

[www.londonra.com/terms-and-conditions/](http://www.londonra.com/terms-and-conditions/)

## Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

## Course Materials

The course material, prepared by the LRA, will be digital and delivered to candidates by email

## Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

## Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.





# VENUES

 LONDON

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 KUALA LUMPER

 AMSTERDAM

 ISTANBUL

 SINGAPORE

 PARIS

 DUBAI

# OUR PARTNERS





# THANK YOU

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