

Certificate in AI for HR Professionals

Course code: HRT-026



SPARK TRAINING

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— Workshop Overview

Artificial Intelligence (AI) is rapidly transforming the way businesses operate, and human resources (HR) is no exception. As organizations strive to leverage AI to enhance workforce efficiency and improve decision-making, HR professionals must develop a strong understanding of AI's potential and applications. This AI for HR Professionals training course, tailored specifically for HR professionals, equips participants with the knowledge and tools needed to thrive in the AI-driven landscape. From automating routine HR tasks to gaining deeper insights into employee performance and engagement, AI has opened new opportunities for HR professionals. This training course is designed to bridge the gap between traditional HR practices and cutting-edge AI technologies, empowering participants to drive innovation and create impactful changes in their organizations.

Why Attend

This AI for HR Professionals training course will employ a blended learning approach, combining interactive lectures, group discussions, and practical exercises. Participants will engage in hands-on activities, case study analyses, and live demonstrations of AI tools. Emphasis will be placed on collaborative learning, allowing

Who Should Attend

HR Managers and Directors
Talent Acquisition Specialists
Learning and Development Professionals
Workforce Planning and Analytics Experts
Organizational Development Professionals
Anyone in HR looking to leverage AI for business impact

— Learning Objectives

- Develop a foundational understanding of Artificial Intelligence and its role in HR
- Learn how to integrate AI tools into key HR processes such as recruitment, training, and employee retention
- Enhance data-driven decision-making skills through AI-powered analytics
- Understand the ethical implications and challenges of AI in HR practices
- Build a strategic roadmap for leveraging AI to improve HR efficiency and outcomes

Course Outline

**DAY
1**

Introduction to AI and Its Relevance to HR

- Overview of Artificial Intelligence: Definition, types, and evolution
- Understanding machine learning, natural language processing (NLP), and predictive analytics in HR
- Key benefits and challenges of implementing AI in HR practices
- Current trends: AI innovations driving HR transformations globally
- Role of AI in aligning HR strategy with organizational goals
- Identifying opportunities for AI adoption in existing HR processes

**DAY
2**

AI in Recruitment and Talent Acquisition

- Streamlining recruitment workflows with AI automation
- AI-based tools for resume screening and candidate ranking
- Using AI-powered chatbots for candidate engagement and pre-screening
- Enhancing hiring decisions through predictive analytics
- Case studies: Companies successfully leveraging AI in recruitment
- Addressing potential biases in AI algorithms for fair and inclusive hiring

**DAY
3**

AI for Employee Engagement and Performance Management

- AI-driven performance review systems: Improving accuracy and reducing bias
- Leveraging AI for personalized employee feedback and recognition
- Enhancing employee engagement with AI-powered sentiment analysis tools
- Identifying flight risks and retention strategies using predictive analytics
- AI for upskilling and reskilling: Personalized training and development plans
- Monitoring employee well-being and productivity through AI insights

**DAY
4**

Data Analytics and Ethical Considerations in AI for HR

- Fundamentals of HR data analytics: Collecting, analyzing, and interpreting data
- Real-time dashboards and reporting tools powered by AI
- Ethical challenges: Avoiding biases in AI-driven decisions
- Addressing data privacy and security in AI-based HR systems
- Compliance with legal frameworks for AI use in HR

DAY

5

Building an AI Strategy for HR

- Steps to integrate AI into HR processes: Planning and execution
- Building organizational buy-in for AI implementation in HR
- Conducting cost-benefit analyses for AI tools in HR functions
- Evaluating and selecting the right AI vendors and platforms

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€1,925
16 - 20 November 2026	Paris - France	€2,250
7 - 11 December 2026	Frankfurt - Germany	€1,625
11 - 15 January 2027	Madrid - Spain	€2,125
8 - 12 February 2027	London - United Kingdom	€2,100
8 - 12 March 2027	Istanbul - Türkiye	€1,425
12 - 16 April 2027	Cape Town - South Africa	€2,125
10 - 14 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.