



HUMAN RESOURCES AND TRAINING

Effective HR Metrics and Analytics Training

Course code: HRT-051

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Modern HR functions are expected to demonstrate measurable value, support business strategy, and make informed decisions based on evidence rather than assumptions. HR metrics and analytics help organizations improve workforce planning, recruitment, performance, engagement, and change initiatives. This course provides participants with practical tools to design meaningful HR metrics, analyze workforce data, and turn insights into strategic actions.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, group discussions, KPI design workshops, analytics exercises, practical templates, and real workplace examples.

Who Should Attend

HR Professionals
HR Managers
HR Analysts
Talent Management Specialists
Learning and Development Professionals
Business Leaders overseeing HR functions
Anyone responsible for workforce planning and

— Learning Objectives

- Understand the role of HR metrics and analytics in modern organizations
- Apply evidence-based approaches to HR decision-making
- Design useful HR KPIs and measurement systems
- Use analytics to improve recruitment, planning, and talent management
- Support organizational change using data insights
- Measure employee performance, engagement, and motivation
- Understand ethical and data security considerations
- Build practical HR analytics action plans

— Course Outline

DAY
1

Strategy and Analytics and HR Role

- Historical evolution of HR metrics and analytics
- Rationale for an evidence-based approach to HR decision-making
- Differences between data, information, and insights
- Definition of HR analytics and predictive analytics
- HR contribution to business strategy
- Introduction to human capital management approach

DAY
2

HR Tools and Methods

- Distinguishing between qualitative and quantitative HR data
- Rational problem analysis techniques and decision-making models in HR
- Measuring effectiveness, efficiency, and impact of HR functions
- Data collection and analysis techniques for HR data
- Designing HR metrics and organization-specific KPIs
- Data security and ethical considerations in HR analytics

DAY
3

Driving Organisational Change

- Impact of cultural context on change initiatives
- Dynamic business, environment, and technology drivers of change
- Application of change theories in HR
- Identifying enablers and barriers to change management
- Causes and consequences of resistance to change
- Best practices for implementing strategic change initiatives

DAY
4

Implementing HR Metrics and Analytics

- Application and importance of Balanced Scorecards
- Using analytics in human resource planning
- Recruitment analytics to improve talent acquisition strategies
- Predictive analytics for succession planning and talent management
- Conducting skills analysis and training needs assessment
- Importance of analysing absence management trends

DAY
5

Metrics and Analytics to Enhance Employee Performance

- Role of metrics and analytics in performance management
- Four-stage performance management process
- Measuring employee motivation, engagement, and empowerment
- Developing accountability frameworks using HR analytics
- Recap and lessons learned
- Final workshop: Build an HR metrics dashboard plan

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€2,125
12 - 16 October 2026	London - United Kingdom	€1,925
9 - 13 November 2026	Barcelona - Spain	€2,125
16 - 20 November 2026	Istanbul - Türkiye	€1,925
7 - 11 December 2026	Amsterdam - Netherlands	€2,100
14 - 18 December 2026	Istanbul - Türkiye	€1,600
21 - 25 December 2026	Paris - France	€2,200
4 - 8 January 2027	Madrid - Spain	€2,125

— 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.