



Digital Transformation and Innovation

Digital HR

Course Introduction

Digital transformation is largely affecting the human resources industry, driven by advancements in data collection and analysis and in various technologies.

The HR technology landscape.

This course is designed with the aim to help participants become more digital and data-driven in navigating the intricacies of the HR technology landscape. This course will allow participants to know how to use data and technology to inform workforce and business decision-making.

Target Audience

- Business and technology leaders
- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants
- Marketing Development Manager

Learning Objectives

- Utilize data analytics, including data sources and collection methods, as well as technology, to make informed talent and business decisions.
- Recognize and solve business challenges related to digital HRM in various organizational contexts.

- Explore the evolution and current trends of digital HR management, and the ethical considerations of adopting a digital strategy.
- Enhance skills in adoption, change, and risk management of HR activities.
- Identify and use emerging tools to assist with the digital transformation of HR practices at an organizational, functional, and individual level.
- Foster stakeholder trust while navigating the digital cultural landscape of an organization.

Course Outline

- **Day 01**

- Digital human resource management (HRM)**

- The evolution of the HR function
 - Ethical debates in digital transformation.

- Identifying the problem: Evidence-based inquiry**

- How to identify HR-related challenges using a variety of evidence-based problem-solving approaches.

- Data sources, types, and collection**

- Where to source the relevant types of people data in your organization
 - How to collect data legally and ethically

- **Day 02**

- Data analytics for HR**

- Approaches for making sense of people data through data visualization
- Statistical analytics techniques

Emerging tools for digital HRM (AI and HR)

- Big data, AI, machine learning, and automation in HR
- Innovative solutions to HR challenges

• Day 03

Data-driven HR decision-making

- Practices of data-driven decision-making to ensure that decisions are valid and ethical.

Implementing digital HRM

- Factors in implementing digital HRM
- organizational adoption
- stakeholder trust
- risk

Embedding digital transformation across the organisation

- How HR professionals need to adapt to facilitate digital transformation in an organisation.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 12, 2025	May 14, 2025	3 days	3250.00 \$	UAE - Dubai
Aug. 18, 2025	Aug. 22, 2025	5 days	3950.00 \$	Turkey - Istanbul
Nov. 23, 2025	Nov. 25, 2025	3 days	3250.00 \$	Bahrain - Manama