MERCURY

Mastering People Analytics Training Course

31 January – 4 February 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Mastering People Analytics Training Course

Ref: 15251_1084557 **Date:** 31 January – 4 February 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

This people analytics training course empowers participants with a foundational and advanced understanding of people analytics. It integrates hands-on exercises with real-world data and sophisticated people analytics tools.

In this people analytics course, participants will delve into the intricate world of people analytics, employing it to decode behavioral data that is pivotal to managing organizations effectively and revolutionizing how companies optimize operations.

This people analytics course enhances data-driven decision-making capabilities and equips participants with the skills to balance organizational demands and team needs.

Participants will gain the confidence to step back from day-to-day pressures and comprehend the grander strategic landscape, fostering decisions that place data at the helm of future planning and displaying the undeniable benefits of people analytics.

The Importance of People Analytics:

This people analytics training aims to help participants understand the importance of people analytics. Its aim is to elucidate the role people analytics plays in enhancing decision-making, the capability to forecast and plan for future workforce requirements, and how elements such as people analytics case studies, frameworks, and programs can be effectively utilized for organizational growth and employee satisfaction.

Targeted Groups:

- Mid-level managers.
- Supervisors.
- Team leaders.
- Employees poised for promotion to managerial or supervisory roles.

Course Objectives:

By the end of this people analytics course, participants will be able to:

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

- Grasp the significance of their role as managers and leaders within the framework of people analytics.
- Set clear objectives and performance standards in line with people analytics solutions.
- Manage their workload with effective prioritization, delegation techniques, and people analytics tools.
- Magnify their influencing skills through insights gained from people analytics case studies.
- Build an efficient team grounded in the principles of people analytics.
- Develop and harness team members' capabilities by employing advanced people-wide analytics.

Targeted Competencies:

At the end of this people analytics training, target competencies will be able to:

- Leadership skills enriched with people's analytical perspectives.
- Team development with a foundation in people analytics.
- Data-driven insights direct effective communication.
- Learn to detach from everyday pressures to appreciate the advantages of people analytics.
- Advanced time management informed by data analysis.
- Influence techniques backed by empirical data.
- Understand the empowerment that comes with informed delegation.
- Elevate motivational skills with the help of analytics.

Course Content:

Unit 1: HR Data-driven for People Management:

- Competency Acquisition Analytics.
- Capacity Analytics to Measure Efficiency.
- Employee Churn Analytics.
- Corporate Culture Analytics.
- Recruitment Channel Analytics.
- Leadership and Management Performance Analytics.
- Employee Performance and Productivity Analytics.

Unit 2: How Behavioral Economics Can Reinvent HR:

- Apply Behavioral Economics Principles for Strategic HR Planning.
- Contextualize Choices for Employees Using Data Insights.
- Craft Messages to Influence Performance Patterns.
- Utilize Nudges in Messaging to Enhance Performance.
- Harness the Power of Default Options in Decision Making.
- Understand Mental Accounting in the Context of HR Decision-Making.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 3: Competency Frameworks and Performance Management Data:

- Intro to Competency Frameworks.
- Principles of Data-based Competency Measurement.
- Construct a Competency Framework with a Robust People Analytics Framework.
- Practical Use of Competencies in Real-data SWOT Analysis.
- Leverage Data in Performance Management.
- Successful Implementation of a Data-informed Appraisal Scheme.

Unit 4: Data-driven People Management for Improving Performance:

- Transition from HBR Cases to A/B Testing with Real Case Studies.
- Core Tool: Social Network Analysis.
- Group Exercise: Rework Team Dynamics and Organizational Structure Using Data.
- Steps to Form an Effective People Analytics Team.
- Analyze Data - Deep Dive Discussion.
- Action Your Findings - Strategies for Implementation.

Unit 5: Data-driven Decision-making and Problem-solving for People Management:

- Identify Causes of Ineffective Decision-making Due to Poor Data Quality.
- Construct a Data Model to Elevate Decision-making Prowess.
- Hands-on Application Exercise with Case Studies Based on Real Scenarios.
- Employ Critical Thinking Using Probing and Analytical Thinking Techniques.
- Survey of Established Decision-making and Problem-solving Tools Informed by Data.