MERCURY

# HR Metrics and Analytics Training Conference

16 – 20 August 2027
Barcelona (Spain)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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**Ref:** 8118_292554 **Date:** 16 – 20 August 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

## Introduction:

The HR function is a high-value-added part of the organization. It plays a key role in developing and implementing corporate strategy. This HR metrics and analytics conference is because of the growing importance of human capital in organizational success.

The HR function needs to be more effective as a strategic partner in the organization rather than a purely administrative function. Such an HR function will drive and deliver change rather than react to the HR metrics and analytics conference.

In this HR metrics and analytics conference, to achieve this highly desired prize, the HR function must develop its ability to measure how HR decisions affect the organization and how its decisions affect human capital. In short, the HR function needs to develop better metrics and analytics to become a true strategic partner.

Once the metrics are established, the organization must develop HR policies that react to the messages. The HR metrics and analytics training will also consider the type of HR policies being developed in response to the usual range of messages from the metrics and analytics.

## Understanding HR Data Analytics and Metrics:

As we delve into the world of HR data analytics training, it is crucial to recognize HR analytics and metrics and their significant impact on shaping HR practices. This HR metrics and analytics conference will empower HR professionals to employ strategic metrics and harness the data from HR analytics and metrics to enable informed decision-making processes.

A specialized section on HR analytics certification underscores the essentiality of developing analytical capabilities among HR professionals. Acquiring an HR analytics certificate program equips attendees with advanced skills that bridge the gap between data and strategic execution, shaping the path for the HR analytics workshop and fortifying the foundation laid by the workforce analytics conference.

This HR metrics and analytics conference is a human resource analytics conference and a proactive human capital institute conference designed to expand professional competencies in HR metrics and analytics conference circles.

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## Targeted Groups:

- Head of HR.
- HR Managers.
- HR Professionals.
- Persons who want to get new knowledge to improve their career.

## Conference Objectives:

At the end of this HR metrics and analytics conference, the participants will be able to:

- Examine the use of internal and external measurement frameworks that establish the contribution of the HR function.
- Conduct detailed Problem analysis assessments.
- Identify appropriate Decision-Making options.
- Make decisions based on evidence rather than opinion.
- Understand the principles of organizational change.
- Understand the theory around organizational change.
- Drive strategic change rather than react to it.
- Design an external analytical framework.
- Consider the messages revealed by analysis and measurement.
- Develop HR policy responses to a range of messages from metrics and analytics.
- Develop a strategic role for the HR function.

## Targeted Competencies:

By the end of this HR metrics and analytics conference, the target competencies will be able to:

- Analytical thinking.
- Problem identification.
- Decision making.
- Business awareness.
- Capability development.
- Change leadership.
- Information seeking.
- Strategy delivery.

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# Conference Content:

## Unit 1: Corporate Strategy:

- The context for HR.
- Strategic Business Planning.
- Corporate Social Responsibility.
- Human Capital Management.
- How to make things happen - use a business action plan.
- The difference between HRM and Personnel Management.
- The new shape and function of tomorrow's HR departments.

## Unit 2: HR Tools and Methods:

- What should be measured?
- The effectiveness of the HR function.
- HR headcount ratios.
- Administrative cost per employee.
- Time to fill vacancies.
- Filling the skills gap.
- Satisfaction surveys.
- Internal Frameworks.
- Morale.
- Motivation.
- Investment.
- Long-Term Development.
- External Perception.
- Learning and Development.
- Job analysis.
- Job evaluation.
- Capability review.
- RACI.
- Methods.

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## Unit 3: Driving Organizational Change:

- Theories of organization change and how to use them.
- The Softer Side of HR.
- Avoiding a blame culture.
- The relationship between HR and the Line.
- The New Roles in the HR Function.

## Unit 4: HR Metrics and Analytics with Action:

- Change Management.
- Employee Relations.
- The relationship between HR and the Line.
- The Use of Competencies.
- Employee Development.
- Succession Planning.

## Unit 5: Connecting HR Analytics with Strategic Action:

- Linking HR metrics and workforce analytics with actionable insights.
- Discussing the pivotal role of HR analytics certificate programs.
- Strategy execution through informed analytics.
- Employee Motivation.
- Empowerment and Accountability.
- Performance Management The four-stage process - agreeing on objectives, feedback, coaching, and appraisal.
- Conclusion and Action Planning.