MERCURY

# Digital Transformation in Human Resources Management

28 June – 2 July 2027
Barcelona (Spain)



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## Introduction:

The digital transformation of human resources has emerged as an indispensable topic for HR specialists, underscored by how technology revolutionizes traditional HR operations. Emphasis lies not only on the transformation of human resource processes but also on the transformation of work teams and their operational methods. Such profound changes extend to the organization or company as a whole, underlining digital transformation's integral nature in achieving success in HR management.

By applying digital transformation strategies, such as utilizing digital transformation technologies and solutions, HR professionals can leverage data and digital tools to enhance various HR operations, including payroll, benefits, performance management, learning and development, and recruitment. Recognizing the advantages of digital transformation, HR departments are now transitioning into strategic partners in the business, steering digital transformation processes and contributing to the company's overall digital transformation plan.

## Embracing the Digital Transformation Revolution in HR:

The demand for digital transformation specialists in human resources is escalating in this digital era. As part of our digital transformation guide, we will explore case studies and delve into the process, solutions, and trends defining successful transitions. This human resource management digital transformation training will provide practical knowledge on implementing and managing digital transformation in the HR sector.

Participants will learn to craft digital transformation plans, engage with strategies, and adopt digital transformation management practices that drive organizational excellence. With the right digital transformation skills, HR professionals can reap the myriad benefits of digital advancements, ensuring their companies continue to innovate and stay ahead in an increasingly digital business landscape.

## Targeted Groups:

- All employees of human resources departments.
- Managers and officials of human resources departments.
- Training, organization, and administrative and career development officials.
- All employees and managers are interested in these vital topics.
- Individuals seeking to develop their skills and experience in HR digital transformation.

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## Course Objectives:

By the end of this human resource management digital transformation course, participants will be able to:

- Comprehend the evolution and benefits of digital transformation in human resource management.
- Recognize the significance and strategic aspects of digital transformation strategies within HR.
- Identify the pillars of digital change for successful digital transformation at the organizational level.
- Gain insights into modern concepts and the multifaceted impact of human resources digital transformation.
- Assess the core competencies required from human resource managers during a digital transformation.
- Realize the pivotal role HR teams play within digital transformation strategies and executions.
- Adapt and apply the best digital transformation tools and solutions in HR management.
- Navigate and excel in the digital transformation of HR departments with confidence.
- Confront and mitigate the challenges HR management faces in the digital transformation era.
- Foster innovation and manage talent effectively by utilizing digital transformation benefits.
- Gain a comprehensive understanding of digital training methodologies.
- Master the synergy between digital advancement and HR development.
- Proficiency in using digital transformation technologies for HR training and development.
- Recognize the attributes of gifted employees and how their potential can be maximized through digital transformation.
- Analyze the impact of digital transformation on job performance evaluation and talent management.

## Targeted Competencies:

At the end of this human resource management digital transformation program, target competencies will:

- Digital transformation in human resource management.
- Understand the various stages of implementing a digital transformation strategy.
- Grasp the nuances between digitization and digital transformation in HR.
- Comprehend how digital technology influences training, development, and job performance evaluation in human resources.
- Master E-Recruitment, innovation, and talent management in the digital age.

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## Course Content:

### Unit 1: Digital Transformation in Human Resource Lighthouse:

- Explore the role of HR teams in spearheading digital transformation initiatives.
- Optimal use of digital transformation tools and solutions in managing HR functions.
- Strategies to transform HR departments to thrive in the digital age.
- Understand the foundational pillars of change essential for HR digital transformation.

### Unit 2: Navigating the Digital Transformation Journey:

- Assess the current digital landscape and its effect on traditional HR operations.
- Identify proactive strategies for digital transformation in HR.
- Establish definitive digital transformation objectives and strategy.
- Techniques to adapt existing HR practices to support digital transformation goals.
- Measure the ROI of digital transformation implementations through KPIs and other metrics.

### Unit 3: Digitization vs. Digital Transformation in HR:

- Modernize outdated HR systems through digital transformation.
- Embrace the automation of traditional HR processes.
- Migrating systems to be accessible online enhances change management, innovation, and leadership.

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## Unit 4: Digital Shifts in Training, Development, and Performance

- T.I.M.A's method for identifying training needs.
- Digital training concept.
- The link between digital development and human resource development.
- Methods of human resource development using digital technology.
- Digital technology tools used in human resource training.
- Benefits of using job performance appraisals.
- Job performance appraisal errors.
- Job performance interviews.
- The impact of digital transformation on job performance evaluation.
- How can digital transformation benefit from job performance evaluation?

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## Unit 5: E-Recruitment, Innovation, and Nurturing Talent:

- E-recruitment concept.
- The importance and objectives of e-recruitment.
- The method of attracting and employing human competencies at the enterprise level.
- Advantages and disadvantages of online recruitment.
- Test goals.
- Factors that help the effectiveness of online recruitment.
- Barriers to e-recruitment.
- The importance of innovation.
- Methods of developing innovative thinking.
- Talented Characteristics.
- Talent management concept.
- The role of human resource management in developing talent in organizations.
- Explore the virtues of innovation within digital transformation case studies.
- Strategize talent management in alignment with digital transformation trends and technologies.