



Certified HR Analyst



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Meirc ^{+years} 60
Training & Consulting

Why Attend

Data is crucial for any business. This is not an argument anymore, but rather a matter of fact. Therefore, HR professionals need to develop their data analysis competency in order to inform and transform their current HR practices and most importantly, business decisions.

This certified course offers participants a hands-on approach on collecting, structuring, and analyzing HR-related data in areas like workforce planning, performance management, diversity and inclusion, learning and development, recruitment, retention, leadership, and employee engagement. The practices shared come from highly renowned organizations around the world like Amazon, UPS, Nielsen, Westpac, and the Metropolitan Police.

This data-driven approach ensures that HR professionals bring high-value input to people-related decisions and shape the future of their organizations using a scientific and unbiased approach.

Course Methodology

This workshop is designed to be interactive and practical. It includes various learning methodologies that enable participants to immediately implement all the tools they learn during the workshop.

Case studies from the best multinational companies followed by practice sessions dominate the learning methods in this course which aims at strengthening participants' analytical skillset. In addition, mindset-changing will build participants' conviction about the paramount importance of data in all aspects of HR practices.

The software used for data analysis is SPSS.

Course Objectives

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

- Demonstrate deep understanding of the use of data analytics in HR disciplines
- Implement data analytics tools and strategies to improve recruitment decisions, and predict employee turnover
- Analyze the impact of learning and development provision on employee motivation using linear regression
- Promote a culture of diversity and inclusion within their organization through significance statistical tests
- Predict employee performance using data from employee engagement surveys
- Apply HR data analysis strategies and tools in their own business environment

Target Audience

This course is targeted at HR professionals from all practices: learning and development, talent management, organization development, workforce planning, performance and rewards. HR business partners, and generalists would also benefit greatly from this workshop.

Target Competencies

- Data analysis
- Decision making
- Storytelling
- Data visualization
- Recruitment and selection
- Employee engagement
- Performance management
- Learning and development
- Diversity and inclusion

Course Outline

- Data-driven HR analytics
 - Definition of HR analytics
 - The analytics process – using data to influence business decisions
 - Data
 - Metrics
 - Analytics



- Action
- Information sources – HR data are not only found in HR departments
- The most commonly used HR information systems and data analysis platforms
- Basic statistics
 - Types of variables
 - Statistical significance
 - Descriptive data vs. data analysis
 - Modelling and predictive analysis
- How data are reinventing the HR functions
- HR professionals and data – how to synergize for the best of the business
- Data analysis of recruitment and prediction of employee turnover
 - Dependent and independent variables
 - Categorical and continuous variables
 - Logistic regression analysis methodology - building predictive models
 - Removing guesswork from recruitment decisions - data-informed candidate selection decisions
 - Testing validity and reliability of candidate selection methods
 - Predicting rejection and shortlisting of candidates
 - Predicting employee turnover in your organization
- Data-driven learning and development – the impact of training provision on employee motivation
 - Transforming answers of questionnaires into continuous data to expand analysis opportunities
 - Questionnaire design - testing internal consistency of questionnaires - Cronbach's alpha measure
 - Removing irrelevant answers from respondents (outliers) to questionnaires
 - Testing if your data is representative using normality test
 - Understanding the nature of relationship between business variables using Pearson's correlation
 - Examining the impact of training provision variables on employee motivation using linear regression
 - Simulating an alternative model to Kirkpatrick's model for evaluating training impact
- Deep analysis of diversion and inclusion in the organization
 - The importance of diversion and inclusion (ethnic and gender) in organizations
 - Wrong ways of using descriptive data to present a case of organization bias
 - Significance p value and degrees of freedom
 - t-tests and chi square test - a simple mathematical notion
 - Analyzing gender bias in workforce and job grades using frequency tables and chi square
 - Exploring ethnic diversity across teams using descriptive statistics
 - Reporting gender-biased promotions using t-tests
 - Using multiple linear regression to model and predict ethnic diversity variation across teams
- Exploring relationships between employee performance, employee engagement, and profitability
 - How to measure employee engagement
 - Factor analysis to test the reliability of questions in an employee engagement survey
 - Analyzing data to explore the relationship between customer loyalty levels and employee engagement levels
 - Stepwise multiple regression - an effective tool to explore relationships among business variables
 - Using stepwise multiple regression to model employee performance
 - Revisiting multiple regression to predict employee sickness
 - Modeling change in performance of employees over time using stepwise multiple regression
- Application of HR data analysis in business context - An eight-step methodology
 - Step 1: Linking business strategies to people strategies
 - Step 2: Identifying business challenges



- Step 3: Forming your business hypothesis
- Step 4: Gathering your data
- Step 5: Choosing analysis tools and strategies
- Step 6: Findings and decisions - turn data to insights
- Step 7: Communicating your conclusion with storytelling and visualization
- Step 8: Evaluating your analytical intervention



Meirc Professional Certificate (MPC)

MPC certified courses by Meirc Training & Consulting are designed for those willing to challenge themselves and go the extra distance. Participants who fully attend an MPC course and successfully complete the test on the last day, will receive a Meirc Professional Certificate (MPC), in addition to the one they receive for full attendance. MPC certificates are regionally recognized and can be quite valuable when applying for more senior roles within the organization or outside.



Location & Date

8 - 12 Nov, 2020	English	Dubai	To be assigned
27 Jun - 1 Jul, 2021	English	Dubai	To be assigned
7 - 11 Nov, 2021	English	Dubai	To be assigned

Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2020	US\$ 5200
Fees + VAT as applicable	UAE Tax Registration Number 100239834300003



For Companies that want to maximize the return on their investment in training: **Register 3 participants** on the same course and date and pay only for 2.

Courses in Human Resources and Training

Dates	Course Name	Language	Location	Fees
1 - 5 Nov, 2020	Certified Training and Development Professional	English	Dubai	US\$ 5200
1 - 5 Nov, 2020	Employee Engagement: Strategy and Practices	English	Dubai	US\$ 4900
8 - 12 Nov, 2020	Certified Organization Development Professional	English	Dubai	US\$ 5200
8 - 12 Nov, 2020	Performance Management: Setting Objectives and Conducting Appraisals	English	Dubai	US\$ 4900
8 - 12 Nov, 2020	Train the Trainer: From Design to Delivery	English	Dubai	US\$ 4900
15 - 19 Nov, 2020	Compensation and Benefits	Arabic	Dubai	US\$ 4900
15 - 19 Nov, 2020	Employee Relations: Roles and Responsibilities	English	Dubai	US\$ 4900
15 - 19 Nov, 2020	Human Resources Management	English	Dubai	US\$ 4900
22 - 26 Nov, 2020	The Certified HR Administrator	Arabic	Dubai	US\$ 5200
22 - 26 Nov, 2020	Certified Instructional Design Practitioner	English	Dubai	US\$ 5200
22 - 26 Nov, 2020	Certified Recruitment Specialist	English	Dubai	US\$ 5200
22 - 26 Nov, 2020	Certified Training Manager	English	Dubai	US\$ 5200
22 - 26 Nov, 2020	e-HR: Modern Trends and Applications	English	Dubai	US\$ 4900
29 Nov - 3 Dec, 2020	Certified Talent Management Professional	English	Dubai	US\$ 5200
29 Nov - 3 Dec, 2020	Strategic Human Resources Management	Arabic	Dubai	US\$ 4900
29 Nov - 3 Dec, 2020	Workforce Planning and Budgeting	English	Dubai	US\$ 4900
6 - 10 Dec, 2020	Career Development and Succession Planning	English	Dubai	US\$ 4900
6 - 10 Dec, 2020	Certified Compensation and Benefits Professional	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Certified Master Trainer	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Certified Organizational Design and Manpower Planning Professional	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	HR Business Partner: Roles, Responsibilities and Competencies	Arabic	Dubai	US\$ 4900
13 - 17 Dec, 2020	Recruitment, Interviewing and Selection	Arabic	Dubai	US\$ 4900
20 - 24 Dec, 2020	Certified Employee Relations Professional	English	Dubai	US\$ 5200



Courses in Human Resources and Training

Dates	Course Name	Language	Location	Fees
20 - 24 Dec, 2020	Certified Training and Development Professional	Arabic	Dubai	US\$ 5200
27 - 31 Dec, 2020	Human Resources Management	Arabic	Dubai	US\$ 4900
24 - 28 Jan, 2021	Certified Training and Development Professional	Arabic	Dubai	US\$ 4900
31 Jan - 4 Feb, 2021	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Dubai	US\$ 4900
7 - 11 Feb, 2021	HR Business Partner: Roles, Responsibilities and Competencies	English	Dubai	US\$ 4900
7 - 11 Feb, 2021	Job Analysis and Evaluation Workshop	English	Dubai	US\$ 4900
14 - 18 Feb, 2021	Career Development and Succession Planning	English	Dubai	US\$ 4900
14 - 18 Feb, 2021	Certified Compensation and Benefits Professional	English	Dubai	US\$ 4900
14 - 18 Feb, 2021	Certified Organizational Design and Manpower Planning Professional	English	Dubai	US\$ 4900
21 - 25 Feb, 2021	Human Resources Management	Arabic	Dubai	US\$ 4900
28 Feb - 4 Mar, 2021	Certificate in Competency Development and Implementation	English	Dubai	US\$ 4900
7 - 11 Mar, 2021	Certified Talent Management Professional	English	Dubai	US\$ 4900
7 - 11 Mar, 2021	Managing your Internal Training Academy	English	Dubai	US\$ 4900
7 - 11 Mar, 2021	Performance Management: Setting Objectives and Conducting Appraisals	English	Dubai	US\$ 4900
14 - 18 Mar, 2021	Certified Human Resources Professional: From Traditional HR Role to Business Partner	Arabic	Dubai	US\$ 4900
14 - 18 Mar, 2021	Certified Organization Development Professional	English	Dubai	US\$ 4900
21 - 25 Mar, 2021	Certificate in Human Capital Planning	English	Dubai	US\$ 4900
21 - 25 Mar, 2021	Certified Recruitment Specialist	Arabic	Dubai	US\$ 4900
28 Mar - 1 Apr, 2021	Career Development and Succession Planning	Arabic	Dubai	US\$ 4900
28 Mar - 1 Apr, 2021	Certified Training and Development Professional	English	Dubai	US\$ 4900
4 - 8 Apr, 2021	Human Resources Management	Arabic	Dubai	US\$ 4900
23 - 27 May, 2021	Certified Compensation and Benefits Professional	English	Dubai	US\$ 4900



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Dates	Course Name	Language	Location	Fees
23 - 27 May, 2021	HR Business Partner: Roles, Responsibilities and Competencies	English	Dubai	US\$ 4900
23 - 27 May, 2021	Identifying Training Needs and Evaluating Training	English	Dubai	US\$ 4900
23 - 27 May, 2021	Strategic Recruitment, Interviewing and Selection	English	Dubai	US\$ 4900
30 May - 3 Jun, 2021	Certified Employee Relations Professional	Arabic	Dubai	US\$ 4900
30 May - 3 Jun, 2021	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Dubai	US\$ 4900
6 - 10 Jun, 2021	Certified Master Trainer	Arabic	Dubai	US\$ 4900
13 - 17 Jun, 2021	e-HR: Modern Trends and Applications	Arabic	Dubai	US\$ 4900
20 - 24 Jun, 2021	Career Development and Succession Planning	English	Dubai	US\$ 4900
20 - 24 Jun, 2021	Employee On-Boarding: Induction and Job Orientation Techniques	English	Dubai	US\$ 4900
27 Jun - 1 Jul, 2021	Workforce Planning and Budgeting	Arabic	Dubai	US\$ 4900
4 - 8 Jul, 2021	Human Resources KPIs: Benchmarking HR Performance	English	Dubai	US\$ 4900
4 - 8 Jul, 2021	Maximizing the Impact of Human Capital	English	Dubai	US\$ 4900
11 - 15 Jul, 2021	Certified Instructional Design Practitioner	English	Dubai	US\$ 4900
11 - 15 Jul, 2021	Certified Talent Acquisition Professional	English	Dubai	US\$ 4900
11 - 15 Jul, 2021	Strategic Human Resources Management	English	Dubai	US\$ 4900
25 - 29 Jul, 2021	Certificate in HR Auditing	Arabic	Dubai	US\$ 4900
25 - 29 Jul, 2021	Certified Training and Development Professional	Arabic	Dubai	US\$ 4900
1 - 5 Aug, 2021	Certified Organizational Design and Manpower Planning Professional	English	Dubai	US\$ 4900
1 - 5 Aug, 2021	Compensation and Benefits	English	Dubai	US\$ 4900
8 - 12 Aug, 2021	Employee Engagement: Strategy and Practices	English	Dubai	US\$ 4900
15 - 19 Aug, 2021	Performance Management: Setting Objectives and Conducting Appraisals	Arabic	Dubai	US\$ 4900
22 - 26 Aug, 2021	Recruitment, Interviewing and Selection	English	Dubai	US\$ 4900
29 Aug - 2 Sep, 2021	The Certified HR Administrator	English	Dubai	US\$ 4900
29 Aug - 2 Sep, 2021	Human Resources Management	English	Dubai	

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				US\$ 4900
5 - 9 Sep, 2021	Certificate in Human Capital Planning	Arabic	Dubai	US\$ 4900
12 - 16 Sep, 2021	Career Development and Succession Planning	Arabic	Dubai	US\$ 4900
12 - 16 Sep, 2021	Certificate in Competency Development and Implementation	English	Dubai	US\$ 4900
12 - 16 Sep, 2021	Learning and Development: Tools and Strategies	English	Dubai	US\$ 4900
12 - 16 Sep, 2021	Managing and Coordinating Training	Arabic	Dubai	US\$ 4900
19 - 23 Sep, 2021	Certified Compensation and Benefits Professional	Arabic	Dubai	US\$ 4900
19 - 23 Sep, 2021	Certified Human Resources Professional: From Traditional HR Role to Business Partner	Arabic	Dubai	US\$ 4900
26 - 30 Sep, 2021	Certified Master Trainer	English	Dubai	US\$ 4900
26 - 30 Sep, 2021	Employee Relations: Roles and Responsibilities	Arabic	Dubai	US\$ 4900
3 - 7 Oct, 2021	Identifying Training Needs and Evaluating Training	Arabic	Dubai	US\$ 4900
10 - 14 Oct, 2021	Certified Recruitment Specialist	Arabic	Dubai	US\$ 4900
10 - 14 Oct, 2021	Professional Skills for Human Resources Management	English	Dubai	US\$ 4900
17 - 21 Oct, 2021	Maximizing the Impact of Human Capital	English	Dubai	US\$ 4900
24 - 28 Oct, 2021	HR Business Partner: Roles, Responsibilities and Competencies	Arabic	Dubai	US\$ 4900
24 - 28 Oct, 2021	Writing HR Policies and Procedures	English	Dubai	US\$ 4900
31 Oct - 4 Nov, 2021	Certified Training and Development Professional	English	Dubai	US\$ 4900
7 - 11 Nov, 2021	Certified Organization Development Professional	Arabic	Dubai	US\$ 4900
7 - 11 Nov, 2021	Train the Trainer: From Design to Delivery	English	Dubai	US\$ 4900
14 - 18 Nov, 2021	e-HR: Modern Trends and Applications	English	Dubai	US\$ 4900
14 - 18 Nov, 2021	Managing your Internal Training Academy	English	Dubai	US\$ 4900
21 - 25 Nov, 2021	The Certified HR Administrator	Arabic	Dubai	US\$ 4900
21 - 25 Nov, 2021	Certified Instructional Design Practitioner	English	Dubai	US\$ 4900
21 - 25 Nov, 2021	Certified Training Manager	English	Dubai	US\$ 4900



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21 - 25 Nov, 2021	Strategic Human Resources Management	Arabic	Dubai	US\$ 4900
28 Nov - 2 Dec, 2021	Certified Talent Management Professional	English	Dubai	US\$ 4900
28 Nov - 2 Dec, 2021	Workforce Planning and Budgeting	English	Dubai	US\$ 4900
5 - 9 Dec, 2021	Certified Compensation and Benefits Professional	English	Dubai	US\$ 4900
5 - 9 Dec, 2021	Certified Organizational Design and Manpower Planning Professional	English	Dubai	US\$ 4900
12 - 16 Dec, 2021	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Dubai	US\$ 4900
12 - 16 Dec, 2021	Certified Recruitment Specialist	English	Dubai	US\$ 4900
19 - 23 Dec, 2021	Certified Employee Relations Professional	English	Dubai	US\$ 4900
19 - 23 Dec, 2021	Certified Training and Development Professional	Arabic	Dubai	US\$ 4900
26 - 30 Dec, 2021	Career Development and Succession Planning	English	Dubai	US\$ 4900
26 - 30 Dec, 2021	Human Resources Management	Arabic	Dubai	US\$ 4900



Meirc Timeline



2020

Meirc launches its virtual learning solutions



2019

Meirc launches its Professional Qualification training and introduces Hands-on Automation and Process Control Courses



2018

Meirc celebrates its 60th anniversary



2017

Meirc introduces its blended learning methodology



2015

Meirc relocates to its newly acquired HQ office in Bay Square, Business Bay, Dubai



2014

Meirc adds PLUS Specialty Training, a new division providing technical and industry-specific courses



2007

Meirc opens an office in Jeddah, Saudi Arabia



2004

Meirc opens an office in Abu Dhabi, UAE



1997

Meirc is the 1st training company in the region to have its own website



1991

Meirc becomes headquartered in Dubai, UAE



1988

Meirc celebrates its 30th anniversary with its advisory committee (Aramco, Bapco, KOC, QPC)



1967

Meirc builds its own office building in Beirut



1958

Meirc is founded in Beirut by the late Simon Siksek

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