



**SCANDINAVIAN ACADEMY**  
For Training and Development

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## Course: Human Resources KPIs

Code	City	hotel	Start	End	price	Hours
800	Marrakesh (Morocco)	Hotel Meeting Room	2025-01-12	2025-01-16	3450 €	25

### Why Attend

How can you manage what you do not or cannot measure? This course attempts to inspire Human Resources (HR) professionals to stop just "doing" and start "delivering". This cannot be done unless they take the necessary steps to measure the effectiveness and efficiency of their HR functions, benchmark the results internally and externally, and consequently design initiatives for continuous improvement. In this course, you will learn what Key Performance Indicators (KPIs) are, their characteristics and how they should be used and reported. This course will also present and discuss over 50 HR KPIs that can be easily used in your job. Furthermore, the course will demonstrate that by measuring your HR results, benchmarking them and taking action to improve them, you will be playing the four fundamental roles of an HR business partner: strategic partner, administrative expert, employee champion, and change agent. The ultimate "take away" of this course is the design of an HR balanced scorecard that will allow the HR department to contribute to the achievement of company strategic goals.

### Course Objectives

- Defend the metrics, measures and KPIs applied to HR and show the role they play in measuring the effectiveness of the HR function
- List the KPIs that should be used in measuring HR as a function
- Define and calculate the main KPIs that should be used to measure the efficiency of the critical processes in HR
- Design and calculate the main formulas for evaluating the financial contribution of HR to the organization



- Generate and calculate the employee satisfaction index and use it to measure employee morale
- Explain employee turnover, its types and the various formulas used to calculate it
- Create and implement the HR scorecard

## Target Audience

This course is targeted at human resources professionals who have been working in any HR function for at least three years. HR professionals need to evaluate and report on the effectiveness of human resources to senior management. This course will help them to do that in addition to market their image as business partners. The course is also suitable for human resources managers and senior executives who are accountable for the overall contribution of the HR function.

## Target Competencies

- Leading and supervising
- Deciding and initiating action
- Persuading and influencing
- Presenting and communicating
- Analytical thinking
- Formulating concepts and strategies
- Planning and organizing
- Achieving goals and objectives

## Course outline

### Key Result Areas (KRAs), KPIs and targets

- Goals, objectives and targets
- The link between strategy and performance



- From KRAs to KPIs, targets and balanced scorecard
- The cascading of objectives
- SMART objectives

## **Measures and KPIs**

- The importance of measuring
- Measures, metrics and KPIs: the main differences
- Characteristics of SMART KPIs
- Types of KPIs
- Common mistakes when using KPIs

## **Organizational KPIs**

- Organizational appeal and reputation
- Salary competitiveness
- Human value added
- Career growth
- Absenteeism rates and absenteeism cost
- Employee morale

## **Financial KPIs**

- Return on human capital
- Labor cost
- Cost per hire
- Cost per trainee
- Opportunity cost
- Supervisory ratios
- Cost to supervise
- Compensation and benefits



## **Process KPIs**

- Measuring efficiency of recruitment and selection
- Measuring effectiveness of hiring
- Using Hurdles Per Hire (HPH) to reduce the use of `wasta` in selection
- Using aggregate yield ratios and selection rates
- Measuring effectiveness of appraisal systems

## **Employee turnover**

- Voluntary versus involuntary turnover
- Turnover versus attrition (gross and net turnover)
- Identifying turnover metrics
- Identifying turnover costs
- Analyzing and interpreting turnover data
- Healthy versus unhealthy turnover: when is turnover good for the organization?

## **Creating and implementing the HR scorecard**

- The balanced scorecard as a strategic tool: linking people, strategy, and performance
- Creating the HR scorecard
- Reporting HR to top management



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.