

# HR LEADERSHIP IN DIGITAL TRANSFORMATION

Doha - Qatar

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\$5,800



**GENTEX**<sup>®</sup>  
TRAINING CENTER



## Introduction

In the era of digital transformation, organizations must evolve to stay competitive. Human Resources (HR) leaders play a crucial role in this transformation by fostering a culture of adaptability, innovation, and efficiency. As technology reshapes business operations, HR professionals must develop strategic leadership skills to guide their organizations through change effectively.

The HR Leadership in Digital Transformation course offered by Gentex Training Center provides participants with essential insights and practical strategies to manage digital transformation within HR functions. This five-day course equips HR professionals with the tools and techniques necessary to leverage technology, enhance workforce engagement, and drive business success.

## HR Leadership in Digital Transformation Course Objectives

- Understand the impact of digital transformation on HR functions and organizational structures.
- Develop leadership strategies to drive digital change and innovation.
- Learn how to integrate HR technology solutions to enhance talent management and employee experience.
- Gain insights into data-driven decision-making and HR analytics for better workforce planning.
- Explore best practices for digital talent acquisition, training, and retention strategies.
- Enhance their ability to manage cultural shifts and change resistance within the organization.
- Learn how to foster a digital-first mindset among HR teams and leadership.
- Understand the role of artificial intelligence (AI) and automation in HR operations.
- Develop effective communication and collaboration strategies in a digital workplace.



## Course Methodology

This course utilizes a mix of interactive lectures, case studies, group discussions, and hands-on exercises to provide a comprehensive learning experience. Participants will engage in practical scenarios, real-world examples, and digital transformation strategies relevant to HR leadership.

## Who Should Take This Course

- HR Managers and Directors
- Talent Management Professionals
- HR Business Partners
- Learning and Development Specialists
- Organizational Development Leaders
- Business Leaders involved in HR digital transformation

## HR Leadership in Digital Transformation Course Outlines

### Day 1: Understanding Digital Transformation in HR

- Introduction to digital transformation and its significance in HR
- The evolving role of HR in the digital age
- Key drivers of digital transformation in HR
- Challenges and opportunities in implementing digital change
- Case studies of successful HR digital transformation



## Day 2: HR Technology and Automation

- Overview of HR technology trends and solutions
- AI and automation in talent acquisition and management
- Digital HR tools for performance management and employee engagement
- Implementing HR software and platforms effectively
- Hands-on workshop: Exploring HR tech solutions

## Day 3: Data-Driven HR and Workforce Analytics

- The importance of data in HR decision-making
- Key HR metrics and analytics for strategic planning
- Predictive analytics in workforce management
- Ethical considerations in HR data usage
- Practical application: Using HR analytics tools

## Day 4: Digital Talent Management and Employee Experience

- Digital strategies for talent acquisition and onboarding
- Employee learning and development in the digital era
- Enhancing employee experience through digital tools
- Managing remote and hybrid workforce challenges
- Best practices for digital workforce engagement

## Day 5: Leading Change in a Digital HR Environment

- Change management strategies for digital HR transformation

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- Building a digital-first HR culture
- Overcoming resistance to digital change
- Effective leadership skills for HR digital transformation
- Final case study: Creating a roadmap for HR digitalization

## Conclusion

By successfully completing the HR Leadership in Digital Transformation course at Gentex Training Center, participants will gain the essential knowledge and skills to lead HR digital transformation initiatives within their organizations. This program empowers HR professionals to embrace innovation, optimize workforce strategies, and enhance overall business success through digital leadership.

