

HR ANALYTICS & METRICS



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TRAINING CENTER



Introduction

HR functions that track the right metrics gain clear visibility into workforce performance and organizational health. This HR Analytics & Metrics Training Course equips HR professionals with the frameworks needed to design, measure, and report HR metrics that drive strategic decisions. Participants examine core HR scorecards, benchmarking practices, and reporting techniques that link workforce data to business outcomes. Furthermore, the course connects metric design principles with practical dashboard and reporting tools used across modern HR functions. As a result, attendees gain the confidence to build measurement systems that demonstrate HR's value to senior leadership. This program suits professionals seeking to strengthen HR measurement and reporting capabilities.

HR Analytics & Metrics Course Objectives

- Define HR metrics and their role in demonstrating business value
- Apply the HR Balanced Scorecard to align metrics with strategy
- Identify core metrics, including turnover rate, cost-per-hire, and time-to-fill
- Design benchmarking practices to compare performance against industry standards
- Build metric dashboards using tools such as Power BI
- Apply the SMART framework to set measurable HR goals
- Analyze absenteeism, engagement, and productivity data
- Calculate return on investment (ROI) for HR programs
- Report HR metrics clearly to non-technical stakeholders
- Build a practical roadmap for establishing an HR metrics system

Course Methodology

- Interactive lectures on HR metrics frameworks and design principles
- Case studies examining organizations with strong HR measurement systems

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- Hands-on workshops building sample HR scorecards
- Group exercises calculating and interpreting core metrics
- Practical demonstrations of reporting and dashboard tools
- Continuous feedback sessions to reinforce learning outcomes

Who Should Take This Course

- HR managers and generalists responsible for reporting
- People analytics and workforce planning professionals
- HR business partners supporting performance measurement
- Compensation and benefits analysts working with data
- Talent acquisition specialists tracking recruitment metrics
- Senior HR leaders overseeing measurement strategy

HR Analytics & Metrics Course Outlines

Day 1: Foundations of HR Metrics

- Defining HR metrics and their strategic importance
- Distinguishing HR analytics from HR metrics and reporting
- Overview of the HR Balanced Scorecard framework
- Linking metrics to organizational strategy
- Common pitfalls in HR metric selection
- Building a metrics-driven HR culture
- Case study: organizations with effective HR measurement systems

Day 2: Core Workforce Metrics



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- Measuring turnover rate and retention metrics
- Calculating cost-per-hire and time-to-fill
- Tracking absenteeism and productivity indicators
- Measuring training effectiveness and completion rates
- Applying the SMART framework to metric goals
- Aligning metrics with department-level objectives
- Practical exercise: calculating core HR metrics

Day 3: Benchmarking and Data Quality

- Introduction to HR benchmarking practices
- Comparing metrics against industry standards
- Ensuring data accuracy and consistency
- Structuring engagement and satisfaction surveys
- Applying data privacy considerations to reporting
- Identifying data gaps and collection challenges
- Case study: benchmarking HR performance across sectors

Day 4: Dashboards and Reporting Tools

- Designing HR dashboards using Power BI
- Visualizing metrics for different stakeholder audiences
- Automating recurring HR metric reports
- Presenting metrics clearly to non-technical leaders
- Building executive summary reports
- Avoiding common visualization mistakes
- Practical exercise: building an HR metrics dashboard





Day 5: Applying Metrics to HR Strategy

- Calculating return on investment (ROI) for HR programs
- Using metrics to support workforce planning decisions
- Communicating metric-based recommendations to leadership
- Building a phased HR metrics implementation plan
- Sustaining measurement practices over time
- Continuously refining metrics based on business needs
- Final workshop: presenting an HR metrics strategy plan

Conclusion

By successfully completing the HR Analytics & Metrics Training Course, participants will have acquired practical knowledge of metric design, benchmarking, and reporting techniques that support measurable HR performance. Furthermore, learners gain the confidence to build scorecards and dashboards that communicate HR's impact clearly. As a result, participants return to their organizations ready to strengthen data-driven HR reporting. Gentex Training Center designed this program to connect measurement theory with practical, results-driven HR applications.

FAQs

Q1 What is the "HR Analytics & Metrics" course about?

This course covers the design, calculation, and reporting of HR metrics, helping professionals build scorecards and dashboards that demonstrate workforce performance and support strategic decisions.



Q2 What are the key benefits of the "HR Analytics & Metrics" course?

Participants gain the ability to select meaningful metrics, benchmark performance, calculate ROI, and communicate results clearly, ultimately strengthening HR's credibility as a strategic business partner.

Q3 What skills will I gain from the "HR Analytics & Metrics" course?

Learners develop skills in metric design, benchmarking analysis, dashboard reporting, and ROI calculation, enabling confident measurement and communication of HR performance.

Q4 What tools, methods, or standards are covered in the "HR Analytics & Metrics" course?

The course covers the HR Balanced Scorecard, the SMART goal framework, benchmarking methodologies, and reporting tools such as Power BI used to design and communicate HR metrics.

Q5 How is the "HR Analytics & Metrics" course applied in real-world practice?

Participants apply these concepts by calculating core metrics, benchmarking performance, building dashboards, and presenting metric-based recommendations that guide HR decisions within their organizations.