

Advanced HR Data Storytelling & People Analytics for Executives

15 – 19 November 2027
Vienna

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Course Overview:

Advanced HR Data Storytelling & People Analytics for Executives is an executive-level training program designed for senior leaders who need to convert complex workforce data into strategic insight, compelling business narratives, and better organizational decisions. Moving beyond operational HR reporting, the course focuses on executive HR data storytelling, people analytics, workforce analytics, predictive insights, executive dashboards, and data-driven HR decision-making.

Participants explore how to connect workforce metrics with business performance, identify strategic signals in complex datasets, interpret trends and predictive indicators, and frame analytics around enterprise risks, opportunities, and strategic priorities. Particular attention is given to transforming analytical findings into concise executive narratives that answer the questions senior decision-makers care about: What is happening? Why does it matter? What could happen next? What decision is required?

The course also addresses AI in people analytics, human-AI decision support, analytics governance, data ethics, bias, privacy, explainability, and responsible use of workforce information. Participants examine how people analytics can support workforce planning, retention, productivity, leadership pipelines, employee experience, capability development, and organizational transformation.

Rather than focusing on technical data science, the program develops the strategic judgment, analytical fluency, storytelling capability, and executive communication skills required to move from data to insight, from insight to decision, and from decision to measurable organizational action.

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Target Audience:

- Chief Executive Officers and C-Suite Executives
- Chief Human Resources Officers
- Chief People Officers
- HR Directors and Group HR Directors
- Heads of Human Resources
- Executive Committee Members
- Business Unit Directors
- Strategy Directors
- Transformation Directors
- Organizational Development Directors
- Workforce Planning Leaders
- People Analytics Directors and Heads of People Analytics
- HR Analytics Leaders
- HR Business Partner Directors
- Corporate Affairs Directors
- Internal Communication Directors
- Senior Leaders responsible for workforce, talent, transformation, or organizational performance

Targeted Organizational Departments:

- Executive Management and Corporate Leadership
- Human Resources and People Functions
- People Analytics and Workforce Analytics
- Corporate Strategy and Business Planning
- Organizational Development
- Strategic Workforce Planning
- Talent Management and Succession Planning
- Corporate Transformation and Change Management
- Internal Communication and Employee Engagement
- Finance and Business Performance
- Operations and Business Excellence
- Digital Transformation and Enterprise Analytics
- Data Governance and Business Intelligence
- Risk, Compliance, and Corporate Governance

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Targeted Industries:

- Banking, Financial Services, and Insurance
- Government Ministries and Public-Sector Organizations
- Energy, Oil, Gas, and Utilities
- Telecommunications
- Healthcare and Pharmaceutical Organizations
- Aviation, Transportation, and Logistics
- Technology and Digital Businesses
- Manufacturing and Industrial Organizations
- Engineering and Infrastructure
- Professional and Business Services
- Retail and Consumer Organizations
- Hospitality and Tourism
- Education and Large Academic Institutions
- Large Multinational Corporations
- Government-Owned and Semi-Government Enterprises

Course Offerings:

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

- Translate complex HR and workforce analytics into executive-level business narratives.
- Connect people metrics with strategic, financial, operational, and organizational outcomes.
- Distinguish descriptive reporting from diagnostic, predictive, and decision-oriented people analytics.
- Identify the workforce indicators most material to executive and board-level decisions.
- Frame HR analytics around business risks, strategic opportunities, and required management actions.
- Interpret workforce trends without overstating correlation, causation, or analytical certainty.
- Develop executive data stories using clear context, evidence, implications, options, and actions.
- Evaluate HR dashboards based on strategic decision usefulness rather than the volume of metrics displayed.
- Apply workforce analytics to retention, productivity, capability, succession, engagement, and talent risks.
- Use predictive insights and scenario analysis to strengthen strategic workforce planning.
- Communicate analytical uncertainty, assumptions, limitations, and confidence appropriately.
- Challenge cognitive bias and intuition when interpreting people data.
- Combine executive judgment with analytics and AI-enabled decision support.
- Evaluate AI applications in HR analytics from business, ethical, governance, and risk perspectives.
- Recognize potential bias, privacy, fairness, transparency, and explainability concerns in people analytics.
- Translate analytics into persuasive recommendations for C-Suite and senior stakeholder audiences.

- Structure board-ready executive briefings using concise and decision-focused data storytelling.
- Build cross-functional narratives connecting HR data with finance, operations, strategy, and business performance.
- Measure whether analytics-led decisions generate meaningful workforce and business outcomes.
- Move people analytics from reporting activity toward strategic organizational capability.

Training Methodology:

The course uses an executive-learning methodology built around strategic discussion, evidence interpretation, decision scenarios, case analysis, and applied data storytelling rather than technical software instruction.

Executive case studies examine workforce risks such as attrition, capability shortages, productivity changes, leadership pipeline weakness, employee sentiment, workforce restructuring, and transformation readiness.

Participants work with simulated dashboards, people analytics reports, management information, predictive insights, and executive decision scenarios.

Interactive sessions focus on converting complex analytics into concise executive narratives, challenging assumptions, testing recommendations, and identifying strategic implications.

Scenario-based exercises address predictive analytics, strategic workforce planning, human-AI decision support, analytics governance, bias, privacy, transparency, and responsible use of workforce data.

Group discussions, executive case reviews, and feedback sessions reinforce evidence-based decision-making, strategic influence, and board-level communication.

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Course Toolbox:

- Executive HR Data Storytelling Framework
- Data-to-Decision Narrative Canvas
- Executive “What? So What? What Next?” Framework
- People Analytics Strategic Question Map
- Workforce Metrics-to-Business Impact Mapping Template
- Executive HR KPI Prioritization Matrix
- Strategic Workforce Risk Mapping Template
- Predictive Insight Interpretation Guide
- Scenario Planning Canvas for Workforce Decisions
- Executive Dashboard Critique Checklist
- Board-Level Data Visualization Checklist
- Evidence, Assumption, and Uncertainty Review Framework
- Correlation-versus-Causation Decision Checklist
- Executive Narrative Structuring Template
- Stakeholder Translation and Influence Map
- Analytics-to-Action Execution Framework
- Workforce Analytics Governance Checklist
- Responsible AI in HR Decision Checklist
- Bias, Fairness, Privacy, and Explainability Discussion Framework
- People Analytics Maturity Discussion Model
- Executive People Analytics Briefing Template
- Data Storytelling Case Studies and Worked Examples
- Insights and examples of relevant people analytics, visualization, business intelligence, predictive analytics, and AI tools

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Course Agenda:

Day 1: Strategic People Analytics for Executive Decision-Making

- **Topic 1:** From HR Reporting to Strategic People Analytics and Decision Intelligence
- **Topic 2:** Connecting Workforce Data with Enterprise Strategy and Business Performance
- **Topic 3:** Identifying Material HR Metrics, KPIs, Leading Indicators, and Executive Signals
- **Topic 4:** Moving from Descriptive and Diagnostic Analytics to Predictive and Decision-Oriented Insights
- **Topic 5:** Interpreting Correlation, Causation, Confidence, Assumptions, and Analytical Limitations
- **Topic 6:** Translating Workforce Evidence into Business Risk, Value, and Strategic Opportunity
- **Reflection & Review:** Strategic People Analytics and Executive Decision-Making

Day 2: Advanced Executive Data Storytelling & Strategic Influence

- **Topic 1:** Building Executive Data Stories Around Context, Evidence, Implication, and Action
- **Topic 2:** Moving from Exploratory Analysis to Clear Explanatory Executive Narratives
- **Topic 3:** Applying the "What? So What? What Next?" Structure to People Analytics
- **Topic 4:** Translating Complex Workforce Analytics into Business Language for Non-Technical Leaders
- **Topic 5:** Storytelling for Strategic Influence, Management Buy-In, and Organizational Action
- **Topic 6:** Managing Conflicting Stakeholder Expectations, Difficult Evidence, and Competing Narratives
- **Reflection & Review:** Executive Data Storytelling and Strategic Influence

Day 3: Workforce Risk, Predictive Analytics & Scenario Storytelling

- **Topic 1:** Reading Workforce Trends, Leading Indicators, Patterns, and Emerging Strategic Signals
- **Topic 2:** Predictive People Analytics for Attrition, Talent Gaps, Capability, and Workforce Demand
- **Topic 3:** Connecting Employee Experience, Engagement, Performance, and Retention Insights
- **Topic 4:** Scenario-Based Workforce Planning for Growth, Transformation, Restructuring, and Skills Change
- **Topic 5:** Integrating HR, Finance, Operations, and Business Data for Cross-Functional Insight
- **Topic 6:** Communicating Forecasts, Probabilities, Uncertainty, and Alternative Workforce Scenarios
- **Reflection & Review:** Workforce Risk, Prediction, and Scenario Analysis

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Day 4: Executive Dashboards, Visualization & Board-Level Communication

- **Topic 1:** Designing Executive HR Dashboards Around Strategic Questions and Decisions
- **Topic 2:** Selecting Visuals for Trends, Comparisons, Variances, Relationships, and Scenarios
- **Topic 3:** Reducing Cognitive Load, Clutter, and Unnecessary Detail in Executive Reporting
- **Topic 4:** Directing Executive Attention Through Hierarchy, Emphasis, Annotation, and Visual Focus
- **Topic 5:** Building Board-Ready People Analytics Narratives and Executive Briefings
- **Topic 6:** Handling Executive Questions, Challenging Interpretations, and Evidence-Based Objections
- **Reflection & Review:** Executive Visualization and Board-Level Communication

Day 5: AI, Governance & Strategic Action from People Analytics

- **Topic 1:** AI-Enabled People Analytics and the Changing Executive Decision Environment
- **Topic 2:** Combining Human Judgment, Executive Experience, Analytics, and AI Decision Support
- **Topic 3:** Bias, Fairness, Privacy, Transparency, Explainability, and Responsible Workforce Analytics
- **Topic 4:** Governance, Accountability, Decision Rights, and Cross-Functional Ownership of People Analytics
- **Topic 5:** Closing the Analytics Execution Gap: From Insight to Intervention and Measurable Business Impact
- **Topic 6:** Developing an Integrated Executive Workforce Decision Case and Strategic Data Story
- **Reflection & Review:** AI, Governance, and Analytics-to-Action Decision-Making

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No technical data science, programming, or advanced statistical qualification is required. Participants should have senior-level experience in organizational strategy, HR, workforce management, business performance, transformation, or executive decision-making. Familiarity with HR metrics, dashboards, workforce reports, or strategic planning is beneficial.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20-25 hours of instruction.

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Is this course focused on creating HR dashboards, or on making executive decisions from people analytics?

The primary focus is executive decision-making. Dashboards and visualizations are addressed as decision-support mechanisms, while the program emphasizes strategic interpretation, predictive insights, workforce risk, scenario analysis, executive data storytelling, responsible AI, and analytics-to-action decision-making.

How This Course is Different from Other Advanced HR Data Storytelling Courses:

Advanced HR Data Storytelling & People Analytics for Executives is built around strategic decisions rather than chart production. It integrates executive data storytelling with people analytics, predictive workforce insights, decision science, strategic workforce planning, organizational influence, cross-functional analytics, and responsible AI.

The course develops the ability to identify strategically material evidence, challenge assumptions, interpret uncertainty, evaluate workforce scenarios, communicate business implications, and translate analytics into management action.

It also addresses the execution gap between producing analytics and generating measurable organizational outcomes.

AI and analytics are positioned as executive decision-support capabilities requiring human judgment, governance, accountability, transparency, fairness, privacy, and appropriate oversight.

The program therefore develops senior leaders who can convert workforce evidence into executive narratives, strategic decisions, accountable actions, and measurable business outcomes.