AI for HR and People Analytics

26 - 30 Oct 2026
Amsterdam

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Ref.: 1706_5378 **Date:** 26 - 30 Oct 2026 **Location:** Amsterdam **Fees:** 5700 **GBP**

AI for HR and People Analytics is a 5-day senior leadership course delivered by Mars Training Centre UK across Europe, the Gulf, Africa, and Asia — in London, Dubai, Amsterdam, Cairo, and Kuala Lumpur — designed for HR directors, chief people officers, and senior business leaders who own the use of AI and analytics in people decisions.

AI is now embedded across the people lifecycle: candidate sourcing and screening, internal mobility, learning recommendations, workforce planning, sentiment analysis, and pay-equity diagnostics. The opportunities are real and the risks are serious — for fairness, for legal exposure, and for the trust of the workforce. This programme is built for the senior leader who must lead that work, not the technical practitioner who builds the models.

Across five focused days, you will move from a general understanding of AI to a specific, applied view of its use in people decisions. You will work through real HR use cases, examine where bias and legal risk arise, study what good people-analytics governance looks like, and leave with a plan for the AI and analytics agenda you sponsor.

The week moves from AI and analytics in the people function, through talent acquisition, mobility and learning, into fairness, bias and legal risk, then governing people data and the function itself, closing with a personal action plan.

What You Will Learn

- Identify high-value AI and analytics use cases across the employee lifecycle.
- Distinguish people analytics, predictive HR, and generative AI in HR contexts.
- Evaluate AI vendors and HR-tech proposals critically.
- Apply a fairness and bias framework to people-decision models.
- Govern people data ethically, lawfully, and transparently.
- Lead the workforce conversation about AI in HR honestly.
- Design a people-analytics operating model fit for your organisation.
- Build a 12-month AI roadmap for the people function.

How You Will Benefit

You will leave with a working executive view of AI in HR, the judgement to commission and govern it well, and a Mars Certificate of Completion.

Your organisation will gain a people leader who can capture the value of AI without inheriting its hidden risks — and who can stand up the people-analytics function on a defensible foundation.

Who This Programme Is For

The programme is designed for chief human resources officers and chief people officers, HR directors and heads of HR, heads of talent acquisition and learning, heads of people analytics, reward and HR technology, senior HR business partners, senior public-sector HR executives, directors with significant people responsibility, and board members on remuneration and people committees. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.