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A young man with short brown hair, smiling at the camera. He is wearing a grey t-shirt under a red, white, and blue plaid button-down shirt. A black backpack strap is visible over his right shoulder. He is holding a red folder and a light blue folder. The background is a blurred outdoor setting with green trees.

SYLLABUS FOR CERTIFIED HR ANALYTICS & WORKFORCE INTELLIGENCE EXPERT (CHAWIE)®

Offered by: Global Institute for Leadership, Human Resources and Project Excellence (AGILE-HRP)®

PROGRAM DESCRIPTION

The **Certified HR Analytics & Workforce Intelligence Expert (CHAWIE)®** is an advanced-level certification designed to equip HR professionals with the skills and tools needed to analyze workforce data and drive data-informed HR strategies. This certification emphasizes predictive analytics, AI-driven HR insights, and workforce planning to improve talent management, employee engagement, and organizational performance.

CHAWIE® prepares professionals to transform traditional HR processes by embedding analytics into decision-making, enabling HR teams to demonstrate business impact and proactively shape workforce strategies.

COURSE LEARNING OUTCOMES

Upon successful completion of this certification, participants will be able to:

1. Apply key concepts of HR analytics, metrics, and KPIs.
2. Collect, organize, and analyze workforce data using industry-standard tools.
3. Use predictive and prescriptive analytics to inform HR decision-making.
4. Translate analytics into actionable HR strategies.
5. Develop dashboards, reports, and visualizations for workforce intelligence.
6. Implement data governance, compliance, and ethical standards in HR analytics.
7. Align workforce analytics with organizational goals and performance outcomes.



TARGET AUDIENCE

- HR Analysts and Data Professionals
- HR Business Partners
- Talent and Workforce Planners
- Organizational Development Practitioners
- CHROs and Senior HR Leaders
- Compensation & Workforce Strategy Experts

EMPLOYMENT OUTLOOK (U.S. BUREAU OF LABOR STATISTICS):

The U.S. BLS projects an 8% job growth in HR-related roles, with HR analyst positions expected to grow faster due to increased reliance on data-driven decision-making. Median salary ranges from \$80,000 to \$115,000, with top HR analytics professionals earning above \$130,000 in tech, finance, and consulting sectors.

CAREER PATHS FOR CHAWIE® HOLDERS:

- HR Analytics Manager
- Workforce Intelligence Analyst
- People Data Scientist
- Talent Strategy Analyst
- Compensation & Metrics Consultant
- HR Business Partner – Analytics
- People Insights Manager



MODULES AND SUBMODULES

Module 1: Introduction to HR Analytics and Workforce Intelligence

- 1.1 Evolution and Purpose of HR Analytics
- 1.2 Descriptive, Predictive, and Prescriptive Analytics
- 1.3 Strategic Value of Workforce Intelligence

Module 2: Data Sources, Metrics, and Key Performance Indicators (KPIs)

- 2.1 Identifying Internal and External HR Data Sources
- 2.2 Defining and Selecting HR Metrics
- 2.3 Building an HR KPI Framework

Module 3: Data Collection, Cleaning, and Governance

- 3.1 Data Quality and Integrity Principles
- 3.2 Ethical Use of HR Data and Compliance (GDPR, EEOC)
- 3.3 Data Governance and Bias Mitigation

Module 4: HR Dashboards and Visualization Techniques

- 4.1 Using Tableau, Power BI, or Excel for HR Dashboards
- 4.2 Visualizing Turnover, Productivity, and Engagement Metrics
- 4.3 Storytelling with Data for Executive Stakeholders

Module 5: Workforce Planning and Forecasting

- 5.1 Headcount Planning and Skills Gap Analysis
- 5.2 Succession Planning Analytics
- 5.3 Forecasting Talent Needs using Predictive Models

Module 6: Predictive Analytics in Talent Management

- 6.1 Attrition Risk and Retention Modeling
- 6.2 Performance Analytics and Promotion Readiness
- 6.3 Recruitment Funnel Optimization

Module 7: Employee Experience and Engagement Analytics

- 7.1 Sentiment Analysis from Survey and Social Data
- 7.2 Analyzing DEI Metrics and Inclusion Trends
- 7.3 Engagement Drivers and Impact on Business Outcomes

Module 8: AI and Machine Learning in HR Analytics

- 8.1 Introduction to Machine Learning in HR
- 8.2 Automating HR Insights and Reporting
- 8.3 Limitations and Bias in AI Algorithms

CERTIFICATION EXAM DETAILS

- **Format:** 100 Multiple Choice Questions
- **Duration:** 90 Minutes
- **Passing Score:** 70%
- **Retake Policy:** One free retake allowed within 3 months
- **Delivery Mode:** Online, remote proctored

CERTIFICATION TESTING OUTCOMES (SKILLS AND COMPETENCIES):

This certification tests participants on their ability to:

- Interpret HR data and trends
- Design and use HR metrics and dashboards
- Implement predictive models in talent management
- Present actionable workforce insights
- Apply ethical and legal standards to workforce data
- Align HR analytics with strategic goals



ACCREDITATION AND RECOGNITION

The **CHAWIE®** certification is recognized globally by public and private sector organizations, and aligns with industry standards for workforce analytics, including ISO 30414 (Human Capital Reporting). It is accredited by AGILE-HRP® and meets U.S. and international frameworks for talent intelligence.

CERTIFICATION DELIVERABLES

- Professional Certificate: **Certified HR Analytics & Workforce Intelligence Expert (CHAWIE)®**
- Verified Digital Badge for LinkedIn, Resume, and Employer Portals
- Analytics Tools and Dashboard Templates
- AGILE-HRP® Talent Intelligence Community Access
- 30 Continuing Education Units (CEUs)
- Workforce Analytics Reports and Playbooks

PROGRAM FORMAT

- **Duration:** AS NEEDED
- **Mode:** 100% Online (Self-paced or Instructor-led)
- **Assessment:** Case-Based Capstone + Final Exam


ELIGIBILITY CRITERIA:

- Bachelor's degree in HR, Business, or related field
- OR 2+ years in HR, analytics, or workforce strategy roles
- Familiarity with Excel or BI tools preferred but not mandatory

NEED ASSISTANCE?

For queries or certification support:

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