



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

## PROGRAM DESCRIPTION

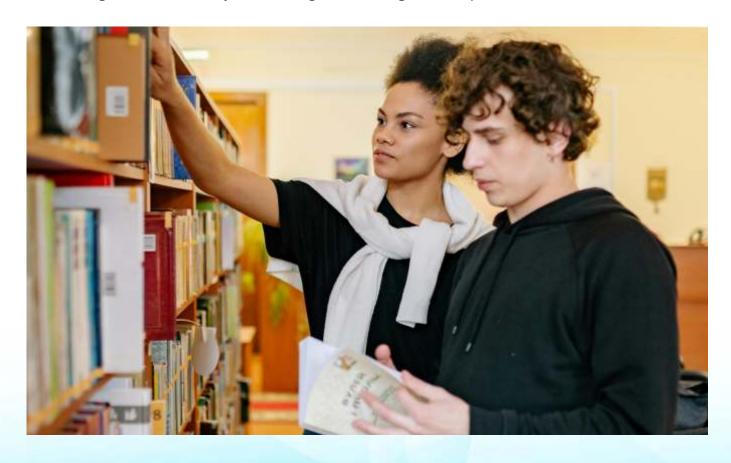
The **Certified HR Analytics & Workforce Intelligence Expert (CHAWIE)**® is an advanced-level certification designed to equip HR professionals with the skills and tools needed to analyze workforce data and drive data-informed HR strategies. This certification emphasizes predictive analytics, Al-driven 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.
- 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: Al 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 Al Algorithms

## **CERTIFICATION EXAM DETAILS**

• **Format: 1**00 Multiple Choice Questions

Duration: 90 MinutesPassing 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 NEEED

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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