



MFE-IT

Reference: YAS/EN/IARH

AI and HR Training Course

Mastering Artificial Intelligence for Recruitment, Talent and Engagement

Duration: 4 Days | Hours: 24 h

Remote · Sessions guaranteed from 1 registrant · 60% hands-on practice

DESCRIPTION

Artificial intelligence is profoundly transforming HR professions. From CV analysis to potential detection, assisted writing and predictive talent management, AI does not replace HR professionals — it enhances them.

This training course provides practical, accessible and ethical guidance on exploring the most relevant generative and predictive AI tools for HR, with a hands-on, solution-oriented approach. The 4-day format is designed for HR leaders, recruiters and consultants who want to leverage AI responsibly across the full talent lifecycle.

LEARNING OBJECTIVES

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

- Understand the real and concrete uses of AI in HR professions
- Identify generative AI tools that are useful for recruitment, employer branding and HR communication
- Automate repetitive HR tasks (pre-qualification, writing job adverts, responding to candidates)
- Leverage AI to analyse HR data (absenteeism, turnover, engagement)
- Consider the ethical, legal and human implications of using AI in an HR context

PREREQUISITES

- General knowledge of HR tasks (recruitment, training, personnel management)
- No technical skills required
- Appetite for digital tools and change management

Because each participant is unique, a personalised interview is systematically organised in advance with our expert to design a training programme perfectly aligned with their objectives, level and professional challenges.

TARGET AUDIENCE

HR managers, recruiters, consultants, career managers and anyone in charge of human resources strategy within a company.

DETAILED PROGRAMME

The training alternates between theoretical input and hands-on practice (approximately 60% of the time). Modules are built around practical exercises based on real-world business use cases.

Module 1 – AI in HR: Overview of uses and limitations

- Understanding the types of AI: generative, analytical and predictive
- Real use cases: recruitment, onboarding, feedback, learning
- Mapping AI capabilities to typical HR pain points

Module 2 – Recruiting with AI without losing the human touch

- CV analysis tools and personalised advert generation
- Profile scoring and HR chatbots
- Concrete case studies and limitations: bias, transparency, fairness

Module 3 – Generative AI for HR communication

- Using ChatGPT, Claude or Gemini to write HR messages and internal newsletters
- Employer branding materials and responses to candidates at scale
- Tone, style and brand-consistent prompt patterns

Module 4 – Automate HR tasks with no-code tools

- Introduction to n8n, Make and Zapier for HR automation
- Workflows for emails, scheduling, forms and notifications
- Connecting AI assistants to existing HRIS environments

Module 5 – AI and HR data: Understand, analyse, anticipate

- Identifying weak signals: absences, departures, engagement, satisfaction
- Predictive dashboards and anonymised case studies
- Combining quantitative analysis with qualitative judgement

Module 6 – Ethics and responsible AI in HR

- Legal compliance (GDPR, AI Act) and transparency
- Protection of sensitive HR data
- Implementation of AI usage charters in an HR context

TEACHING METHODS

Format and Delivery

The training is delivered remotely via an interactive virtual classroom. It can also be delivered on-site, with content customised to match the needs of your professional project. The theory/practice split is approximately 40%/60%.

MFE-IT Ultra-Personalised Format

Each session accommodates between 1 and 3 participants, ensuring highly individualised support. A preliminary interview allows us to tailor the content to each participant's profile. Inter-company sessions are guaranteed from just 1 registrant (except in cases of force majeure).

Skills Assessment

Throughout the training, the trainer assesses participant progress through multiple-choice questions, role-playing exercises and hands-on work. At the end, a certificate of achievement is issued to each participant.

Post-Training Support

For one month following the training, each participant can contact MFE-IT trainers with questions about implementing acquired knowledge. A response is provided by email or telephone within 48 working hours.

Accessibility

MFE-IT is committed to welcoming people with disabilities. Contact: contact@mfe-it.com.

PRACTICAL INFORMATION

Trainer Resources

- Structured demonstrations aligned with the detailed programme
- Exercise briefs and solutions throughout the training
- A ready-to-use technical environment for practical workshops
- Trainer validation of acquired knowledge at the end of each workshop
- Digital reference documents

Certification and Validation

At the end of the training, a certificate is sent by email specifying the objectives, nature, duration and assessment results. A completion certificate can also be provided on request.

Benefits for Participants

- Train from your workplace or home, with no travel required
- Benefit from an expert trainer-consultant on the subject
- Enjoy an ultra-personalised format (1 to 3 participants)
- Continue training even in the event of unforeseen circumstances

Benefits for the Organisation

- Optimise the training budget by reducing travel and accommodation costs
- Offer quality training to all employees, regardless of location
- Reduce absence time linked to travel
- Support team upskilling in all contexts