



20,000+ CERTIFIED
HR PROFESSIONALS



15 CUTTING EDGE
HR PROGRAMS



REAL TIME
PROJECT COACHING



GLOBALLY VALIDATED
CERTIFICATES

HR CERTIFICATIONS

E-Based HR Certifications to make You the Best You Can Be

OVERVIEW

As the world adjusts to a work from home lifestyle, it's now more important than ever to be the best HRM professional that you can be. Tough Situations Build Strong people in the end, but as a leader you do need more skills to keep going, thriving and leading the HRM function in such tough times.

We at Middle Earth have been working in the last couple of years to bring more virtual offerings into our portfolio, we have only accelerated this process since the lockdown. We are now proud to present the HR E-Series. With our 22 year history of supporting the learning needs of organisations throughout Asia, you can rest assured about high impact learning for you despite the lockdown.



Learning never stops with Middle Earth HR and we will continue to invest in providing you the best experience with our HR programs series.

The HR E-Series is a focused sequence of 18 HR skill programs which you can do over 6 weeks or finish in 3 weeks which will help you master the skills you need in these tough times.

Each program contains 15-30 careful developed learning bytes with Globally acknowledged faculty built by our award winning design team, 6 action learning projects which are supported by a learning support team and coaches to ensure practical learning



OUR LEARNING PROMISE



PRACTICALITY

Precise Learning outcomes - Specific application certifications
4-6 Application Projects with Coaching for Level 3 learning
20-20-60 flipped classroom model for maximal practice
Project support team for 7x10 Support
Weekly doubt clearing sessions By Faculty live
Tool Kits are provided to implement your learning after the program
Practitioner faculty with over 20 years of experience
Maximal Completion rate of over 90% in the E learning industry



QUALITY

Won many global awards from HR.Com, Training Industry etc.
We follow Best Practices in Design like Reigeluth & Gagne Design
High Return Rate of participants with over 80 % opting for more programs
Over 20K participants from 50 countries gave 4.6+/5 Rating
In-house comprehensive E-learning Development Labs & ID team



GLOBALLY ACCREDITED & VALIDATED

20 Year History of serving the Leadership Community
Over 5000 companies nominated employees for our Programs
HRCI Approved Provider
KHDA approved specific to Middle East region
Certification Process is ISO 9000 approved



HR PROGRAMS

Recruit & Assess

Certified Global Recruitment Analyst

Certified Assessment Center Analyst

Certified Recruitment Manager

Certified Talent Acquisition Specialist

HR Management

Certified Performance and Competency Developer

Certified Human Resource Generalist

Certified Human Resource Business Partner

Certified Strategic Human Capital Management

Certified Human Capital Analytics & Metrics Professional

Learning & Development

Certified Instructional Designer

Certified Talent Management Analyst

Certified Learning Consultant

Certified L&D Analytics and Metrics Professional

Compensation and Benefits

Certified Payroll Specialist

Coaching and OD

Certified Executive and Life Coach

Certified EI Specialist

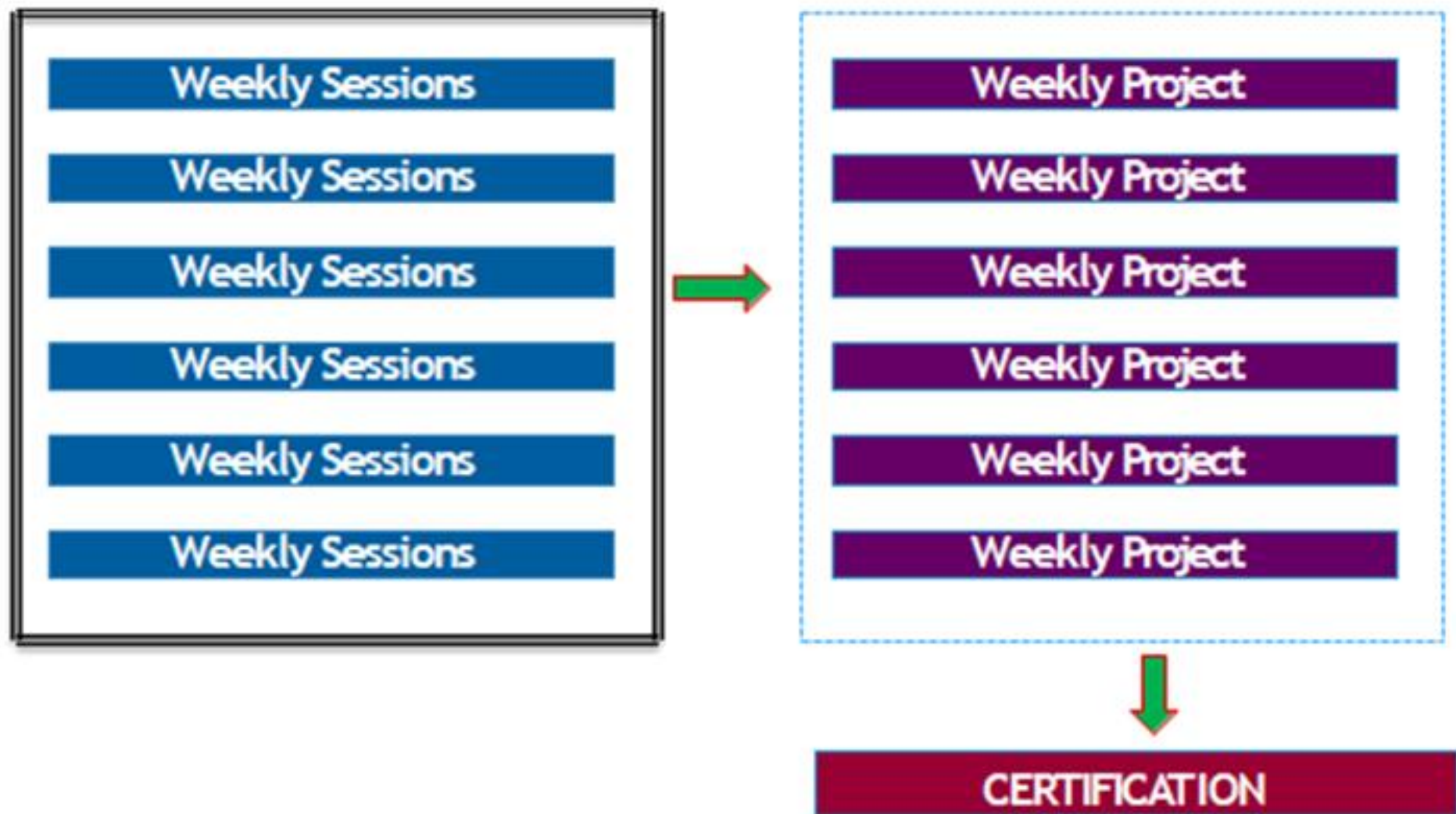
Certified OD Analyst

Certified OD Intervention Specialist

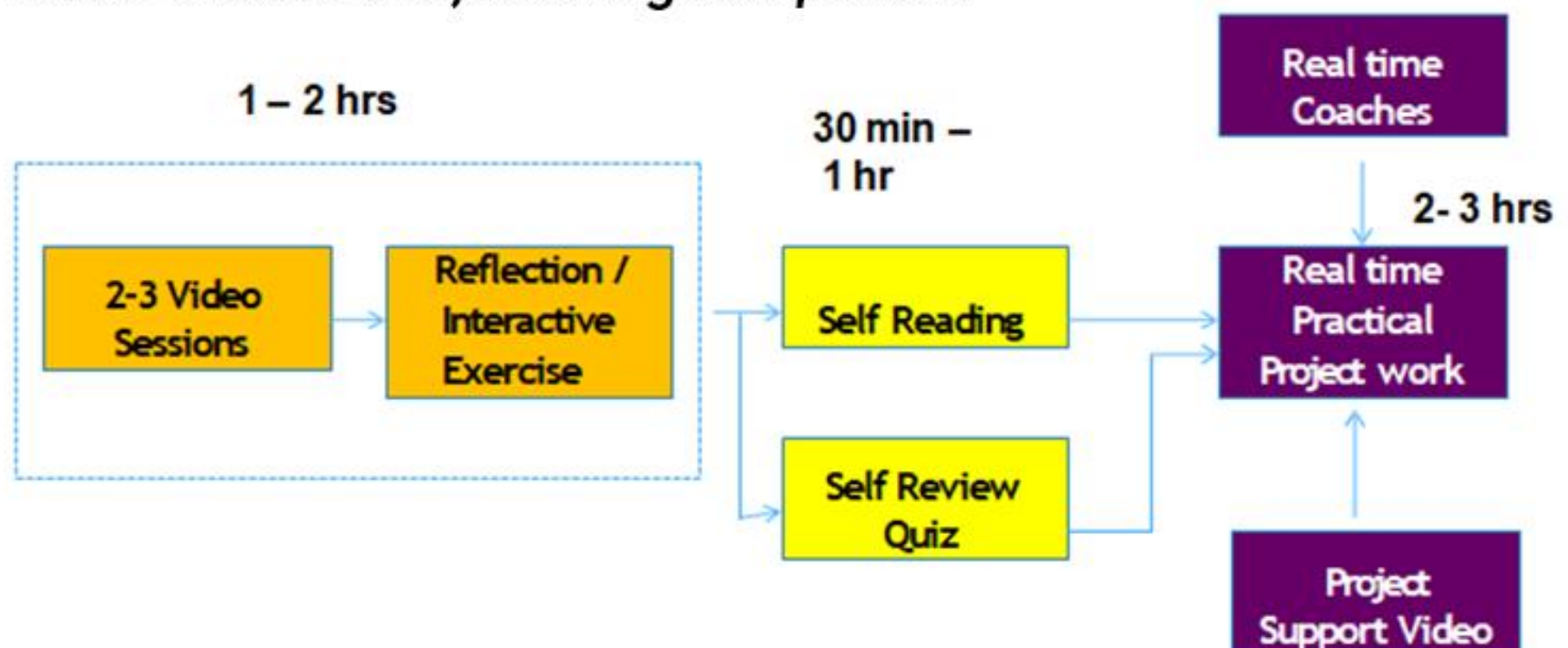


STRUCTURE & METHODOLOGY

The structure of the program is divided into weekly sessions (in accelerated mode two sessions can be done a week), each week there is practical project given which is supported by real coaches



Every week there would be a schedule of typically 2-4 hrs which would include the following component



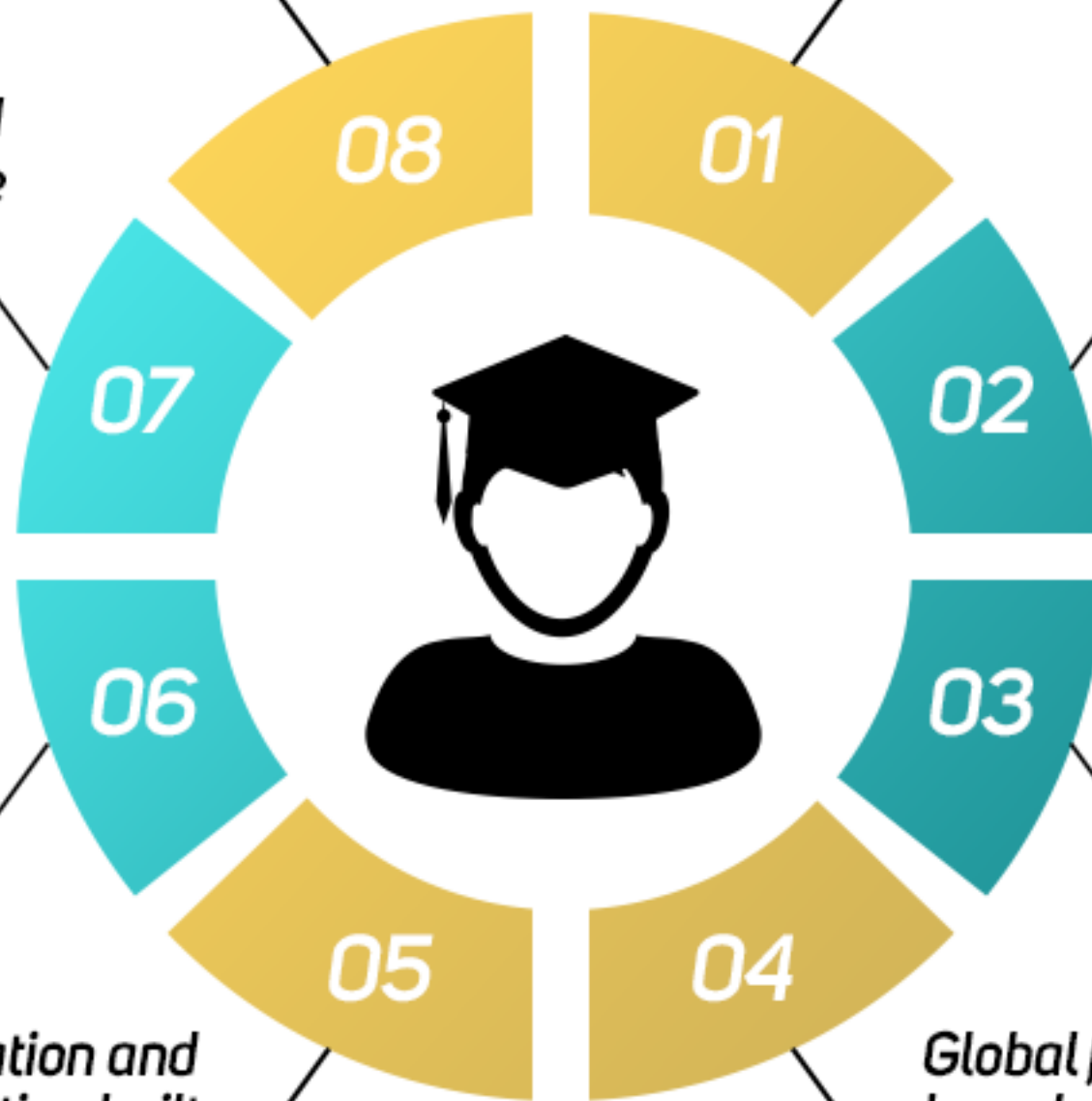
BENEFITS OF THE PROGRAMS

Coordination, followup and coaching support given by MEHRs industry acknowledged support team

40 Learning Hrs based on video & project learning

Easy quick to play lessons not requiring specialized plugins and software

Self Paced at convenient times at your comfort using mobile or laptops



Reasonable cost and corporate packages and alumni discounts available

Global facilitators who have build an enviable reputation

Award winning designs from a globally acknowledged design team

HRCI accreditation and Industry validation built over 5000 companies



DETAILED PROGRAM DESIGN

1

Certified Global Recruitment Specialist

Strategic Issues In Recruitment
Recruitment Metrics
Bad Recruitment
What is competency
Competency Measurement
and BARS
Overview of the Hiring Process

Short listing- Knowledge of
Matching CVs
The Process of Short listing
Filtering
Knowledge Based Filtering
Skill Based Filtering
Behavioral Filtering

Recruitment
Analytics

Requirement
Analysis

Short listing
and Filtering

Interviewing and
Probing Techniques

Fundamental Job Description
Functional Analysis
Behavioral Analysis
Threshold Trait Analysis
Definitions of Quancam

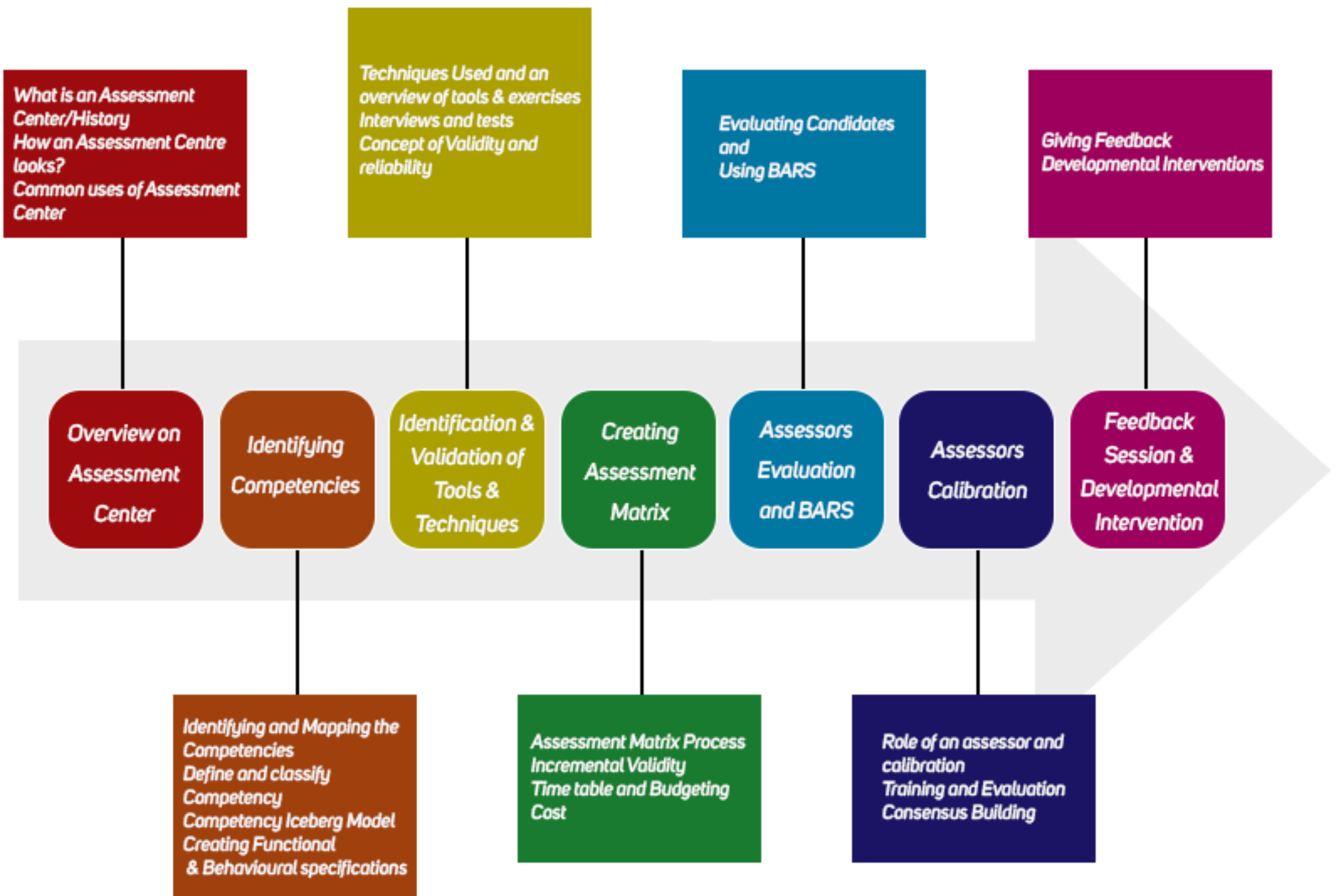
Introduction to Interviewing
The overall Interview Process
Stages of the Interview
Quan-com Questions and
Behavioral Indicators
4 Key Interviewer Skills
Body Language
Different types of Questioning
Methods
Evaluation of the Interview
Process



DETAILED PROGRAM DESIGN

2

Certified Assessment Center Analyst



DETAILED PROGRAM DESIGN

3 Certified Recruitment Manager

Environmental changes
CEO perspective
Candidate's mindset & motivation
TM process

Employer branding
EVP
Sourcing mix strategy
Social media sourcing

Iceberg model
Manager roles
Metrics
Feedback
Career counseling

Introduction

Workforce Planning

Strategize Sourcing

Optimize Selection Process

Manage Teams

Recruitment Laws

Demand Forecasting
Supply forecasting
Gap analysis

Recruitment Dashboards
Selection tools
Competency analysis
Statistical validation

EEOC
Contract Law
Diversity
Future of TA & Recruitment



DETAILED PROGRAM DESIGN

4 Certified Talent Acquisition Specialist

CEO Perspective
Recruitment and TA process
Candidate mindset and motivation

Sourcing mix strategy
Positioning and campus management
Building and cultivating networks
Passive candidate pipelines
Online and digital recruitment

Company to attract
Motivational tele screening - BEI
Effective candidate experience
Offers and negotiation
Pre joining process

Introduction

Creating a Brand Pull

Creating Candidate Pipelines

Sourcing Candidates

Effective Management

Recruitment Laws

EVP.
Employer Branding.
Brand Ambassador!!!
Social media communication

Sourcing – Job Portals.
Sourcing – Social Media
Meta Crawlers and online techniques

EEOC
Contract Law
Diversity
Future of TA & Recruitment



DETAILED PROGRAM DESIGN

5

Certified Performance and Competency Developer

What is Competency
Competency Iceberg Model
Classification - Competencies
Measurement of Competency
Performance Aspects

What is a Competency Map
Types of Framework
Uses of Competency
Framework
Creating a competency Map
Threshold Trait Analysis

What are Assessment Centres
Historical Perspective on
Assessment Center
Basic Steps Followed in an
Assessment Center
Types of Techniques Used in
Assessment Centres

COMPETENCY,
PERFORMANCE
AND PCMS

BALANCED
SCORECARD

COMPETENCY
FRAMEWORKS
AND MAPS

PERFORMANCE
REVIEW
SYSTEMS

ASSESSMENT
CENTERS

PERFORMANCE
ANALYSIS &
IMPROVEMENT

Performance planning
The Balanced Scorecard
Cascading process
The Balanced Scorecard
Measures

Model for Performance Review
Perspective Involved in
Performance Reviews
Performance Rating Methods
Common Problems with
Rating

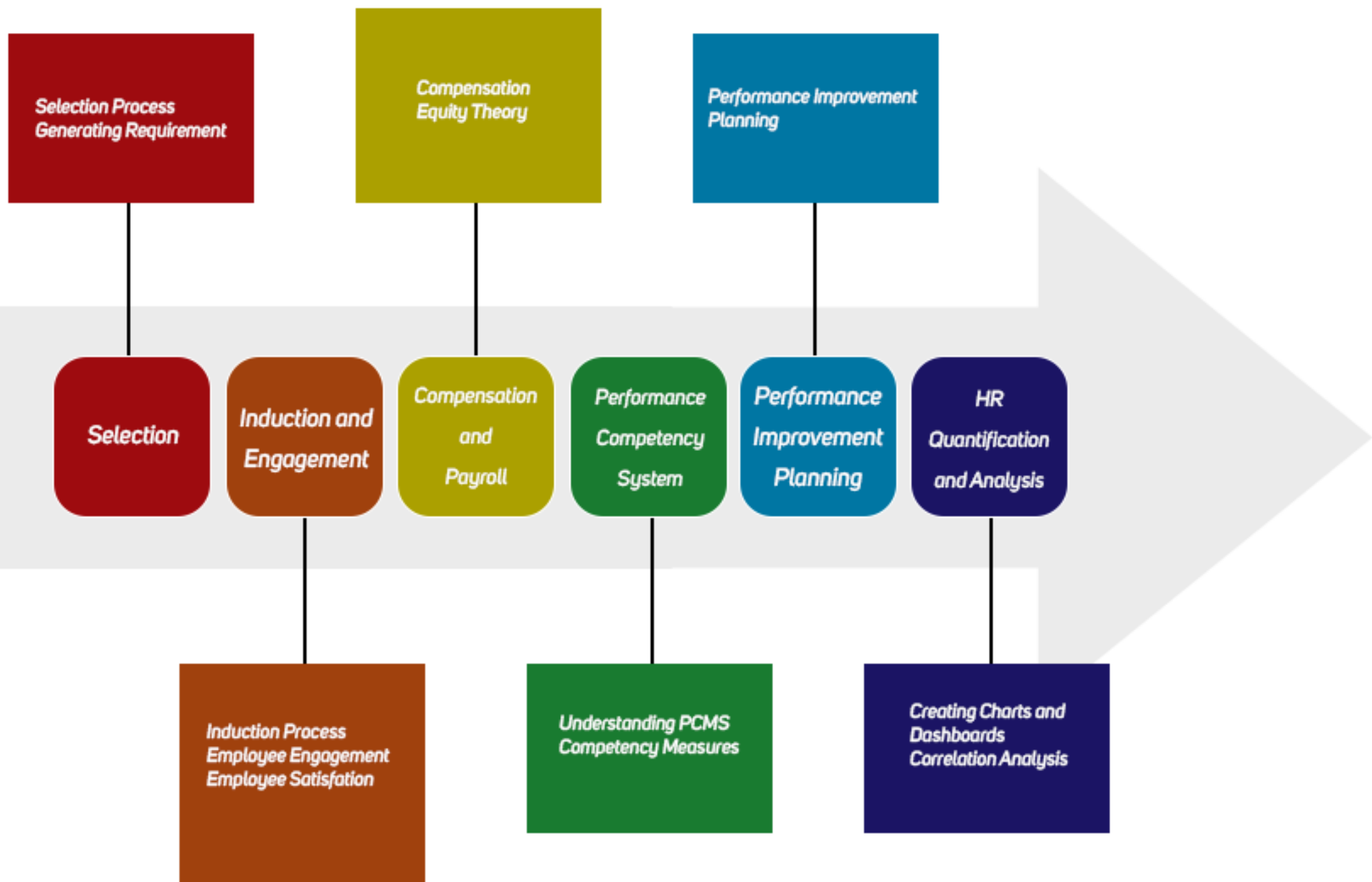
From Training to Performance
Identify Root Cause
Identifying Casual Factors
Developing a Good Design
Building Appropriate
Evaluation Methodology



DETAILED PROGRAM DESIGN

6

Certified Human Resource Generalist



DETAILED PROGRAM DESIGN

7

Certified Human Resource Business Partner

Why is it Important?
Traditional HR versus BP/
what is it
Evolution of HRBP and
demolishing the Ivory tower of HR
Difference between HR business
partnering and normal HR

Driving Engagement and
Attrition
Problem Solving Methods

Sensitize

Strategize

Operationalize

Revize

Valuation and Evaluation
Levels of HR Strategy
Business Strategy
Business outcomes

Creating credibility with
power and Influence.
Negotiation –Understanding
Tradeable and Styles
How do you present change
and what are the different
models for change?
Clarifying needs/ understand
agenda and remove
blockages



DETAILED PROGRAM DESIGN

8

Certified Strategic Human Capital Management

Global war for talent
intangible asset valuation
Constraint theory (TOC)
CEO outlook on HCM
Core competencies
Definition & Framework

Employer branding
Employee value proposition (EVP)
Identifying & Acquiring top talent
Selection procedures

High performance Intervention
High performance & accountability culture
Engagement strategies
Retention strategies

HCM Criticality

Strategic & HCM Drivers

Strategic Talent Acquisition

Talent Management

Retention & Human Performance

ROI & Analytics

Strategic model - value discipline
VRIO model, Blue Oceans Model
PCMS
Reward philosophy
Coaching approach

Strategic Position Criticality
Talent Projection
Succession planning
IDP

Correlation studies-impact of HCM.
ROI of HCM.
Critical metrics of HCM
HCRI



DETAILED PROGRAM DESIGN

9

Certified Instructional Designer

Learning process
Evolution of ID and ID models

Creating Top Level Design
using Elaboration theory
Creating Motivational design
using ARCS Model

Selection of E-learning
tools
Kirkpatrick's 4 levels for
Evaluation

Overview of
ID

Analyze Phase

Design Phase

Develop
Phase

Implementation
& Evaluation
Phase

First Level Requirement
Analysis
Human Performance
Technology Model

Identifying Different
Exercises
Gagne's nine events for
Making Lesson Plan
Selection of right exercises
based on Learner's Style &
Dale's cone



DETAILED PROGRAM DESIGN

10

Certified Talent Management Analyst

CEO Concerns
War of Talent
Talent Management
concepts - Surveys
Evolution
Talent Management Process

Employee Stay
Intention gaps and EVP
Succession Planning
IDP
Talent Management Linkage
with HR Areas

Assessment Matrix
Formats Used for Evaluating
or Rating Candidates like
evidence sheets
Using BARS

TM Focus Center

TM
Analytics

TM
Action
Framework

TM
Review

Assessment
Matrix and
Evaluation
Formats

Skills Required
by an Assessor

Strategic Position Criticality
Manpower Planning
HCRI gap Analytics
Talent Projection

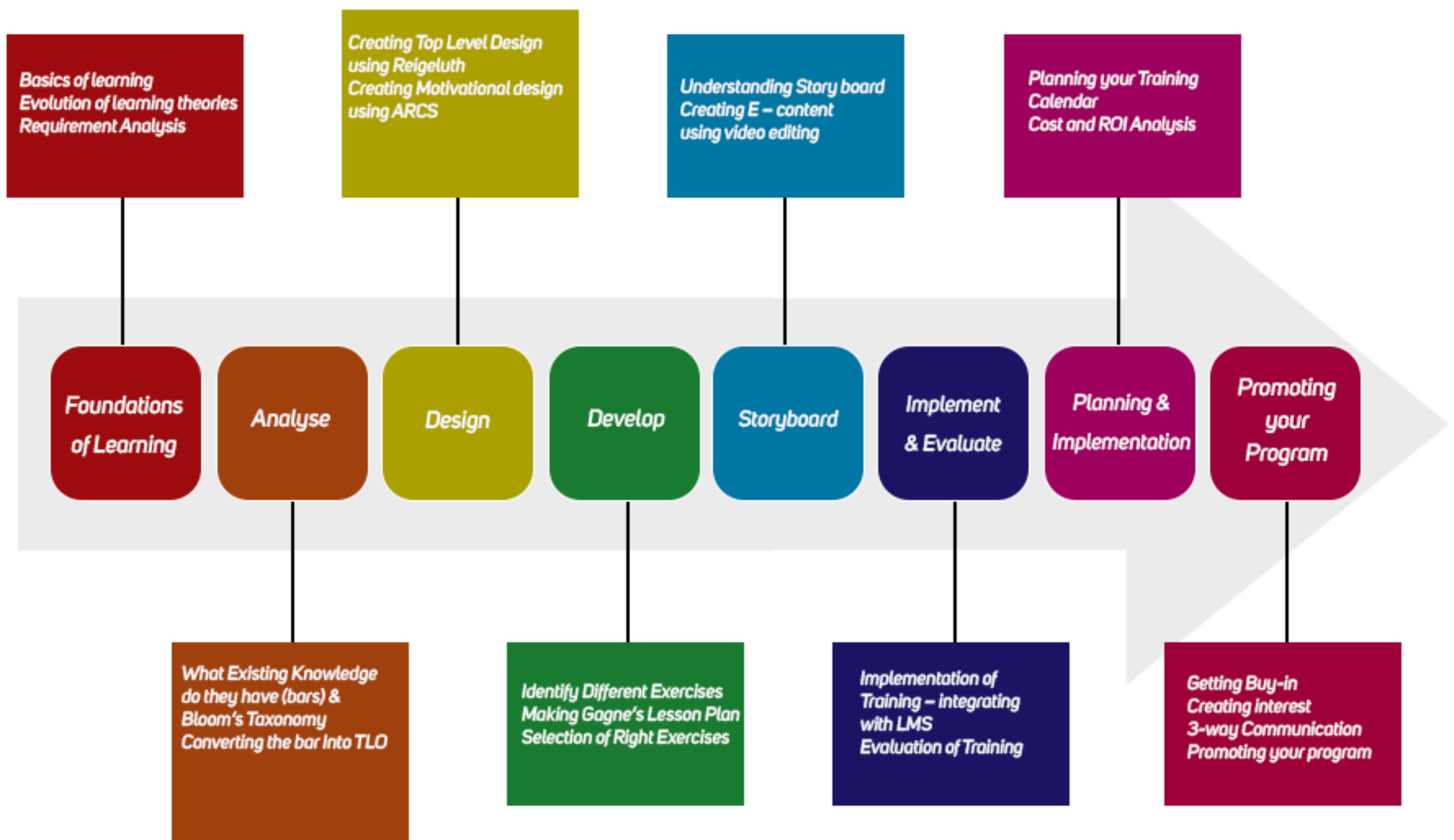
Building Talent Management
Eco - System
Talent Management -
Diversity Issues
Talent Management ROI
Framework and Cost factors

The Role of an Assessor
Giving Feedback to the
Candidate using ORSCED
process - observing,
recording, summarizing,
classifying, evaluating,
decision making



DETAILED PROGRAM DESIGN

1 1 **Certified Learning Consultant**



DETAILED PROGRAM DESIGN

12

Certified Payroll Specialist

Equity Principles
Components of Compensation
Different Types of Employees
Appointment Letter

Calculation of Hours Worked
Calculation of Leaves
Calculation of Allowances
Monthly Components
Calculation of Net Pay

Contract Law
Income Tax
Retirals
Employee Health &
Insurance Benefits

COMPENSATION
SYSTEM

PAYROLL
SYSTEM

CREATING A
PAYROLL RUN

SPECIAL
CASES

CRITICAL
LEGAL
SYSTEM

Payroll Basics
People Involved in Payroll
Payroll Timelines
Payroll Performance Indicators
Reporting of Payroll

Promotion
Termination
Pay Errors



DETAILED PROGRAM DESIGN

13

Certified Executive Life coach

Definition of Coaching
Qualities of a Coach
Why Leaders Today Must Be
Skilled at Coaching
Five Phases of Coaching

Realizing Motivation based
on Time
Understanding Dynamics of
Beliefs, Influencers
Preparation of Social
Screening Template

Why coaching
Self Actualization
Journalizing
Reflection

Build Trust

Understand
Goals

Diagnose
Change

Develop
& Support

Your Growth

Identification of Goals and
Roles through Obituary
RSI for Value Analysis
Motivational Interviewing

Time Management
Environmental Factors
Deep Practice
Handling Defensiveness
Delivering Reinforcing
Feedback



DETAILED PROGRAM DESIGN

14

Certified
EI
Specialist

Why Emotional Intelligence
Definitions of Emotional
Intelligence
Self Check – EI
Physical aspects of EI
The CAMI – MEHR expanding
Helix model

Situational(A+B=C)
Alter them & Video practice
Inspirational (5 voices)

Building EI Communication
Creating Team Openness and
Reducing Conflict Flashpoints

Overview to
Emotional
Intelligence

Active
Emotional
Awareness

Manage EI
in Self

Manage EI
with others

Manage EI
in Teams

Scanning
And Recognizing emotions
Legitimately Express
Speak Softly

Empathy
FEEF Model
Managing emotions- EDGE
Model
Conflict styles



DETAILED PROGRAM DESIGN

15

**Certified OD
Intervention
Professional**

*Group vs System OD
Systemic Change*

*Organizational Process
Process Interventions*

*Knowledge and
KM Basics
KM Models*

*System
Intervention*

*Organizational
Structure*

*Optimized
Operation*

*Optimal
Culture*

*Organized
Knowledge*

*Organisational Design
Major Inter-structure
Intervention
Major Intra – structure
Intervention*

*Understanding Culture
Culture Development
Culture Intervention*



DETAILED PROGRAM DESIGN

16 Certified L&D Analytics and Metrics Professional

Importance of L&D
Rapid L&D transformation
Survey
Expert's View
Definition
Evolution

Creating hypothesis
Quantifiable metrics for business outcomes
Quantifiable metrics for competencies
Culture and other L&D Metrics

Why measure
Measuring Effectiveness
Building ROI
Impact studies using predictive analytics

Introduction

Strategy

Quantification and creating Hypothesis

Statistical analysis and dashboards

Measuring Training and Impact Studies

Correlation and competency analysis

Strategic business outcomes
Linkage with L&D Analytics

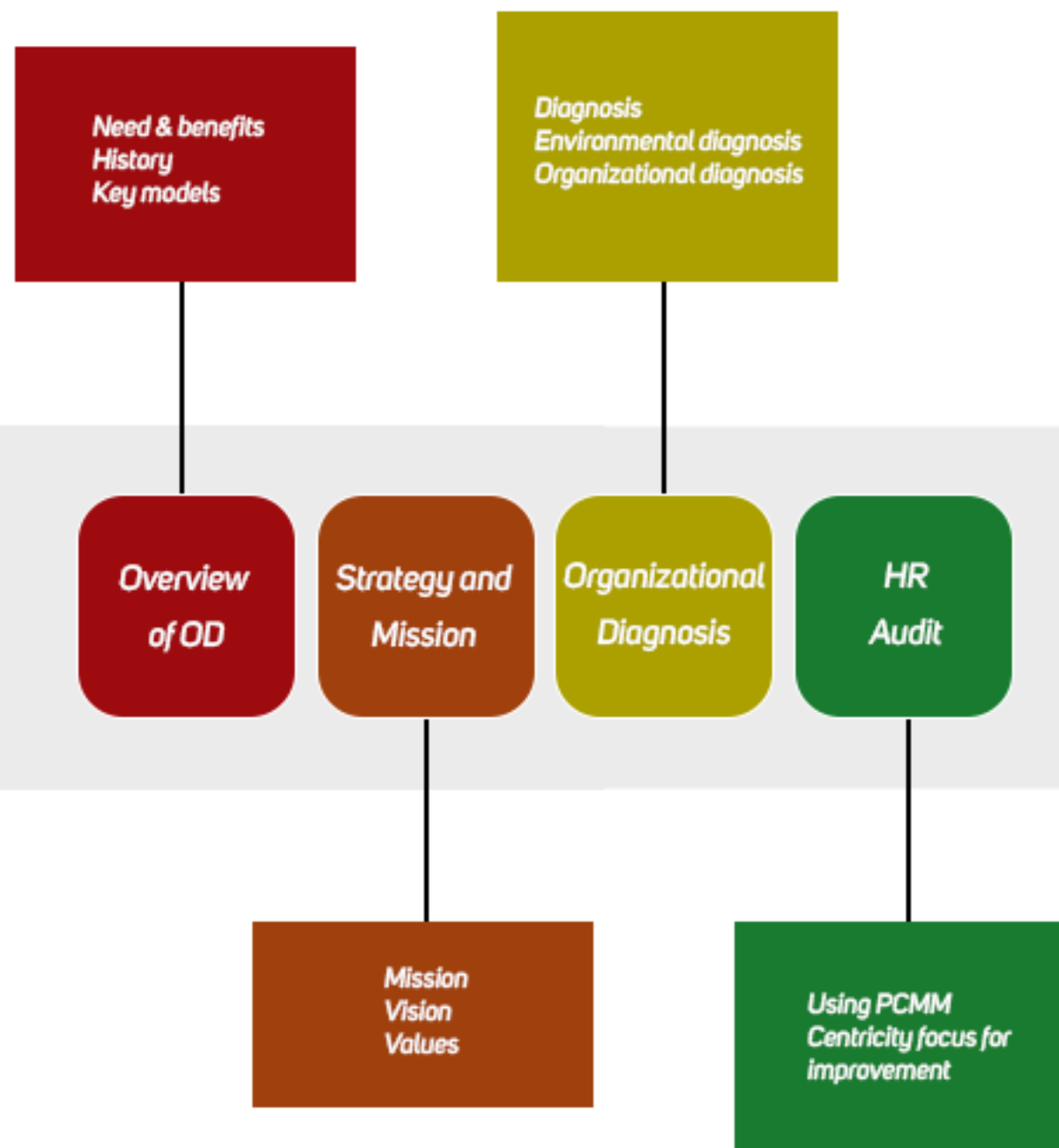
Understanding correlation
Correlation studies to identify competencies

Building dashboards using pivot charts
Using trendlines and benchmarks
Using slicer



DETAILED PROGRAM DESIGN

17 Certified
OD
Analyst



DETAILED PROGRAM DESIGN

18

Certified Human Capital Analytics and Metrics Professional

Business Areas
Functions & Evolution

Understanding correlation
Correlation Studies
Impact Studies
Understanding Regression

Strategy maps
Converting strategy map
to business model

Foundations of
Human Analytics

Setting up
Analytics

Predictive
Analysis

Operational
Analysis

Strategy
maps &
Business
Modeling

HCM Analytics

Current Areas & Key Levels
Creating Hypothesis

Basics of Statistics
Understanding Trend lines
benchmarking
Statistical Analysis &
dashboards

Correlation studies- HCM
HCM Metrics
HCRI
ROI of HCM





Middle Earth HR Private Limited

Web: www.middleearthhr.com

