



# CULTURE ARCHITECT CERTIFICATE

**A SERIES OF PEOPLE ANALYTICS HOUR**

**Recommended For: BODs, CEOs,  
C-SUITE AND HR BUSINESS LEADERS**

**ONLINE PROGRAM**

**26 FEB 2026**



This program is valid for 1.5 PDCs from SHRM USA. HR Metrics is recognized by SHRM USA to offer SHRM-CP or SHRM-SCP professional development credits (PDCs). For more information about certification or recertification, please visit [www.shrmcertification.org](http://www.shrmcertification.org)



*HR Metrics*

# WHAT IS CULTURE ARCHITECT CERTIFICATE?

The Culture Architect Certificate is a practical, evidence-based online program designed to equip BODs, C suite and HR business leaders with the capability to intentionally design, measure, and optimize organizational culture. The program explains why culture must be measured as well as cost of poor culture, identifies the key drivers of high-performing cultures, introduces culture metrics, scorecard and ROI calculation that translate culture into business value. Participants learn how to use data-driven insights to strengthen performance, engagement, and sustainability—especially critical in today's AI-driven and rapidly transforming sustainable workplaces.



*HR Metrics*

ANALYTICS

**WHAT IS**

# **PEOPLE ANALYTICS HOUR?**

People Analytics Hour is a series of 90 minutes virtual learning sessions designed to build capability in evidence-based people management in an AI-driven environment. The program equips HR and business leaders to use data, analytics, and intelligent insights to improve workforce decisions and outcomes. By combining human judgment with AI-enabled analytics, participants learn to move from intuition-based practices to measurable, strategic, and future-ready people decisions.



ROI

Productivity

Talent  
Retention

Risk  
Management

# WHY MEASURING CULTURE IS CRITICAL FOR BUSINESS?

Measuring organizational culture is critical because it directly shapes behavior, decision-making, and strategy execution. When culture is not measured, it remains subjective and unmanaged, creating hidden risks to performance and engagement. Culture metrics convert values and behaviors into actionable insights, helping leaders identify gaps, monitor progress, and link culture to outcomes such as productivity, retention, trust, and innovation. A data-driven approach enables evidence-based leadership and ensures culture supports sustainable value creation.

Employee  
Engagement

Business  
Growth

Customer  
Experience



# WHAT CONTENTS WILL BE COVERED IN THIS PROGRAM?

In this focused, evidence-based session, participants will explore:

- The five core drivers of a high-performing culture and how they influence behavior, execution and results
- Five board-ready metrics to measure organizational culture, using engagement and sentiment data
- How poor culture risks surface in turnover, disengagement, and productivity loss
- How to calculate the ROI of culture by translating people data into tangible financial outcomes
- How leading organizations convert culture data into leadership and Board-level insights



# WHAT ARE KEY TAKEAWAYS OF THIS PROGRAM?

- Program ensures learning is not only insightful, but actionable
- 60-minute expert-led presentation grounded in analytics and real cases
- 30-minute interactive discussion to contextualize learning for transfer to workplace
- Excel-based Culture Scorecard
- E – Certificate of Participation titled “Culture Architect”
- Membership of the People Analytics community by HR Metrics
- This program is valid for 1.5 SHRM USA PDCs.





# WHO IS THIS PROGRAM RECOMMENDED FOR?

This program is designed for board chairs and members, non-executive directors, CEOs, CHROs, CFOs, HR leaders, company secretaries and senior governance leaders who are responsible for strategic oversight, ESG alignment, and long-term organizational performance and who seek data-driven insights to govern human capital effectively at board level.

## Program Details

**FORMAT: ONLINE VIA ZOOM**

**REGULAR FEE: US \$ 100**

This program has already been successfully completed. However, due to continued demand, we plan to conduct it again in the future. We will notify interested participants once new dates are announced. In the meantime, you may register your interest to be considered for the upcoming cohort.

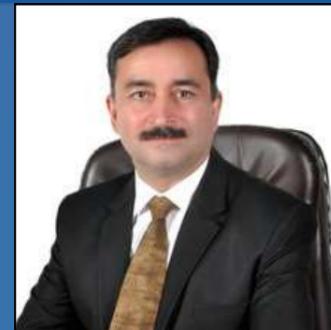




# WHO IS PRESENTER?

**ZAHID MUBARIK**  
SHRM-SCP, SPHRi, GPHR  
CEO HR Metrics

President SHRM Forum Pakistan SHRM Partner Pakistan  
Founding Member ISO Geneva Technical Committee 260  
for HR Standards  
Former Member Pakistan Stock Exchange ESG Task Force



Zahid Mubarik is an internationally acclaimed visionary thinker, writer, speaker, thought leader and influencer on human capital analytics, diversity and inclusion. He is the SHRM Partner Pakistan and founding member of ISO Geneva Technical Committee 260 for developing HR global Standards. He actively took part in ISO in-person meetings for developing global HR Standards, organized by American National Standards Institute (Washington DC), British Standards Institute (London), Standards Australia (Melbourne), The Royal Netherlands Standardization Institute (Rotterdam), Association Française de Normalization (Paris), Singapore Standards Council (Singapore), The National Standardization Agency of Indonesia (Bali) and UNI-Ente Nazionale Italiano di Unificazione (Milan), Canada Standards (Montreal) and Japan Standards (Tokyo). Zahid served as Global Chair of ISO Working Group on HR Metrics Standards. During his leadership, ISO published two global HR standards including ISO 30410: Impact of Hire and ISO 30411: Quality of Hire. He also served as member of Working Group developing ISO 30414: Guidelines for Internal and External Human Capital Reporting. He facilitated certification of 950+ consultants and practitioners worldwide on ISO 30414 with a heavy concentration in Tokyo Japan. He collaborated with HC Produce Inc Tokyo in certification of 2 companies in Japan on ISO 30414. Zahid has the honour of being a distinguished speaker in international conferences and seminars on human capital analytics at Las Vegas, Beijing, Moscow, Baku, Hanoi, Dubai and Abu Dhabi. His analytical papers and expert talks have been featured by national and international media including CNBC, DAWN, Business Recorder, Business Plus TV, Gulf Economist and Microfinance Gateway World Bank Washington. Zahid Mubarik spoke at HR conference in 2019. Zahid also provided comprehensive training to 40 HR executives of Azerbaijan Railway, CJSC (Azərbaycan Dəmir Yolları) on human capital analytics. Zahid contributed towards effective corporate governance by introducing “Women Leaders for Board Directory” in Pakistan by positioning women of substance, with a clear purpose of promoting merit and competency-based culture at board level.

For more information, contact us on



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