



*Training Course:  
Strategic Human Resources Management*

*3 - 7 February 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Strategic Human Resources Management

Training Course code: MA1924 From: 3 - 7 February 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction

Strategic human resources management plays a critical role in organizational success. HR professionals who can develop and implement effective HR strategies that align with organizational goals, attract and retain top talent, promote employee engagement and development, and manage legal and ethical risks, can drive organizational performance and competitive advantage. This advanced training program is designed to provide participants with an in-depth understanding of strategic HR management and equip them with the skills and knowledge to design, implement, and evaluate HR initiatives that drive organizational success.

### Objectives

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

- Understand the key concepts and principles of strategic human resources management
- Align HR strategy with organizational goals and develop an HR dashboard to measure and monitor HR performance
- Develop effective recruitment, selection, retention, and development strategies
- Implement performance management and employee engagement best practices
- Design and evaluate total rewards programs
- Utilize HR analytics and data-driven decision-making techniques
- Develop effective talent management and succession planning strategies
- Build and sustain a positive organizational culture and effectively manage change
- Understand the legal and ethical framework of HR management and manage legal and ethical risks
- Promote diversity, equity, and inclusion in the workplace
- Develop project management skills for HR initiatives
- Effectively lead and communicate HR strategy and initiatives
- Apply learned concepts and best practices to real-world scenarios

### Methodologies

This training program will use a variety of methodologies to provide a rich and engaging learning experience, including:

- Lectures and presentations by subject matter experts
- Case studies and real-world scenarios for group discussion and analysis
- Interactive exercises and role-playing activities
- Self-assessment tools and quizzes
- Peer feedback and coaching
- Action planning and implementation support

## Target Audience

This training program is designed for HR professionals, managers, and executives who are responsible for developing and implementing HR strategies and initiatives that align with organizational goals and drive organizational success. The target audience includes:

- HR directors and managers
- Talent acquisition and retention managers
- Learning and development managers
- Compensation and benefits managers
- Employee engagement and performance management managers
- Diversity and inclusion managers
- Organizational development and change management professionals
- Executives and senior leaders who oversee HR functions or have a strategic HR role

## Training Program Outline

### Day 1

#### Session 1: Introduction to Strategic Human Resources Management

- Definition of strategic human resources management
- Importance of strategic human resources management in achieving organizational goals
- Key concepts and principles of strategic human resources management
- Trends and challenges in HR management

#### Session 2: Aligning HR Strategy with Organizational Goals

- Understanding organizational goals and objectives
- Identifying HR initiatives to support organizational objectives
- Developing an HR strategy aligned with organizational goals
- Developing an HR dashboard to measure and monitor HR performance

#### Session 3: Attracting and Selecting Talent

- Key considerations in attracting talent
- Best practices for recruiting and selecting candidates
- Strategies for enhancing employer brand and reputation
- Assessing recruitment and selection effectiveness

### Day 2

#### Session 1: Retaining and Developing Talent

- Importance of employee retention and development
- Strategies for retaining top talent
- Best practices for employee development and career planning

- Assessing employee engagement and retention effectiveness

### Session 2: Performance Management and Employee Engagement

- Importance of performance management and employee engagement
- Best practices for setting goals, providing feedback, and evaluating performance
- Strategies for promoting employee engagement and motivation
- Assessing performance management and employee engagement effectiveness

### Session 3: Total Rewards Management

- Key considerations in designing a compensation and benefits program
- Best practices for evaluating and designing compensation structures
- Strategies for developing effective benefits programs
- Assessing the effectiveness of total rewards programs

## Day 3

### Session 1: HR Analytics and Data-Driven Decision Making

- Importance of HR analytics in decision making
- Metrics and KPIs for HR management
- Data analysis techniques for HR management
- Developing a data-driven HR strategy

### Session 2: Talent Management and Succession Planning

- Importance of talent management and succession planning
- Best practices for identifying and developing talent
- Strategies for managing leadership succession
- Assessing talent management and succession planning effectiveness

### Session 3: Organizational Culture and Change Management

- Understanding the role of organizational culture in HR management
- Strategies for building and sustaining a positive organizational culture
- Best practices for managing change in the organization
- Assessing organizational culture and change management effectiveness

## Day 4

### Session 1: Legal and Ethical Considerations in HR Management

- Understanding the legal and ethical framework of HR management
- Compliance with employment laws and regulations
- Best practices for ethical decision-making in HR management
- Managing legal and ethical risks in HR management

### Session 2: Diversity, Equity, and Inclusion

- Importance of diversity, equity, and inclusion in HR management
- Best practices for promoting diversity and inclusion in the workplace

- Strategies for addressing unconscious bias and discrimination
- Assessing diversity, equity, and inclusion effectiveness

### Session 3: Strategic HR Project Management

- Importance of project management in HR initiatives
- Key principles and techniques of project management
- Managing HR projects effectively
- Assessing HR project management effectiveness

### Day 5

#### Session 1: Implementing Strategic HR Initiatives

- Strategies for effectively implementing HR initiatives
- Measuring and evaluating the effectiveness of HR initiatives
- Building a culture of continuous improvement in HR management
- Developing an HR action plan for implementation

#### Session 2: Leading and Communicating HR Strategy

- Strategies for effective communication of HR strategy and initiatives
- Key principles of change management in HR
- Developing leadership skills for HR management
- Assessing leadership and communication effectiveness

## Registration form on the Training Course: Strategic Human Resources Management

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Course Fees: 4250 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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