



*Training Course:  
Human Resources Development & Personnel  
Management*

*8 - 12 September 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Human Resources Development & Personnel Management

Training Course code: HR3008 From: 8 - 12 September 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4500 € Euro

### Introduction

Most organizations would place the management and motivation of their people as their major priority. This seminar is designed to show how to get the best out the human resources.

This seminar covers the main components of an effective HR Process including:

- Recruitment
- Employee Motivation and Reward
- Training and Learning
- Measuring the value of HR

### Course Objectives of Human Resources Development & Personnel Management

The objectives of the seminar are:

- To develop an understanding of human resources development and personnel management practices
- To develop an awareness of the advantages of effective human resource management
- To develop an awareness of key HR and HRD strategies for improving organizational success
- To understand the application of strategic human resources development and personnel management practices in the workplace
- To effectively apply appropriate practices to specific workplace situations

### Training Methodology

The training methodology used is designed to encourage maximum participation by all delegates. The presenter will suggest ideas and theories to the delegates and then encourage them to test out the ideas through the use of discussion, small group work, exercises, and feedback. Each day of the seminar will end by delegates completing their own record of what has been learned on the day and considering how the ideas might be transferred back to the workplace.

### Organizational Impact of Human Resources Development & Personnel Management

*The purpose of this semi*  
approach to Human Resource Development and Personnel Management.

As a result, an organization that applies these ideas will experience:

- Lower staff turnover
- More effectiveness in selection and assessment
- Greater motivation
- More commitment from the workforce
- More effective identification and development of poor performers
- Better value for money from the Human Resource function

## Personal Impact of Human Resources Development & Personnel Management

As a result of attending this seminar, delegates will be equipped to develop effective people management practices; they will:

- Know how to critically evaluate current HR practices
- Be able to introduce an effective recruitment process
- Understand how to get people to work more effectively
- Understand how to help individuals and teams learn
- Be able to identify, plan, and evaluate training interventions
- Know how to create an effective structure within HR

## Course Outlines of Human Resources Development & Personnel Management

### DAY 1

#### Introduction to HRM, HRD, and HRP

- Seminar introduction and objectives
- The context for HR
- Change management
- Human Resource Management V Personnel Management
- Human Resource Development HRD

- Human Resource Planning HRP
- Strategic HRM - the new HR Strategic Model
- Outsourcing

## DAY 2

### Resourcing & Recruitment

- The employment psychological contract
- Why do good people leave?
- The process approach to interviewing
- Induction, job descriptions, and references
- Personality Questionnaires and forms of testing
- Methods of detecting when applicants don't tell the truth
- The new recruitment process to avoid litigation
- The value of using assessment centers

## DAY 3

### Pay & Employee Reward

- Employee motivation
- Salary, bonuses & benefits
- Understanding competencies
- Competency-based Assessment
- Competency and performance-based pay
- Different structures - different pay and rewards
- Total pay concept
- Salary surveys

## DAY 4

### Training Learning & Development

- Career management
- Personal development
- Coaching
- Mentoring
- E-learning
- How flat organizational structures and empowered teams affect training and development
- Self Development
- 360-degree feedback as a development tool

## DAY 5

### Value for money from HR

- The new HR structure
- New roles within HR
- HR Business Partners
- Value of trend analysis and HRP
- Internal and External Frameworks
- Proving ROI on HR activities
- Review

## Registration form on the Training Course: Human Resources Development & Personnel Management

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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
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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Giza, Giza Governorate,  
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