



*Training Course:
Strategic Change Management for HR
Professionals*

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

Training Course: Strategic Change Management for HR Professionals

Training Course code: HR3020 From: 3 - 7 November 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

This program is designed to highlight key areas of strategic change that are essential for any world-class HR Department to be successful. The program focuses on 10 key HR activities and will show you innovations and the latest approaches to maximize the efficiency and effectiveness of your HR function. Upgrade your skills, knowledge, and ability with this new international program.

Course Objectives of Strategic Change Management for HR Professionals

At the end of this program delegates will be able to:

- Prioritize HR activities and identify what produces value
- Take action to maximize manpower
- Have compiled an action plan that will produce significant organizational savings
- Master the new HR strategic model
- Master how to do predictive forecasting
- Reduce the cost and significantly improve the efficiency of succession planning.
- Master business process reengineering and be able to apply the techniques both in HR and in other areas of the business
- Explain to others the 10 key areas where Human resource can be significantly improved.

Course Delegates of Strategic Change Management for HR Professionals

Anyone who is involved in HR or training and needs to be up to date with the latest in HR innovation. Also, Professionals who need to understand what a modern HR function can offer the organization in terms of creating added value.

Course Benefits of Strategic Change Management for HR Professionals

Those attending will be able to show and demonstrate the benefits of this program by:

- Implementing change that will have a visible benefit to the organization
- Updating your professional skills to be ahead in HR thinking and abilities

- Understanding and being able to explain to others the new integrated HR concept and how it will add value to any business in either the public or private sector
- Adopting a common and auditable approach throughout HR
- Providing the organization with a much more business approach to HR management
- Operating a common strategic model and approach using the HR two-stage model

Course Results of Strategic Change Management for HR Professionals

Those attending will be able to show and demonstrate the benefits of this program by:

- Be able to use an integrated strategic model for HR
- Be able to process and manage HR activities using the Strategic Action Plan Approach
- Re-profile HR to make it dynamic and business-focused using the Ulrich model
- Be able to improve at least 4 of the key HR processes and show the value of the changes you have made
- Be aware of new HR software that will dramatically improve productivity and competence in your organization and be able to demonstrate the results.
- Show how Business process re-engineering will change the efficiency of existing staff and be able to demonstrate the value to your business -Public or Private sector.

Core Competencies of Strategic Change Management for HR Professionals

- Strategic Planning
- Matrix Management
- Business Efficiency & Effectiveness
- Manpower Planning
- Predictive Forecasting
- Creating Business Value
- Business Process Re-engineering

Course Outlines of Strategic Change Management for HR Professionals

Day 1: HR as the Strategic Partner

In this section, you will master how to put a strategy together and implement it using the new HR model developed

in late 2008. You will understand the reasons for HR changing its role from cost center to profit center.

- Introduction and Program Objectives
- The New Strategic Process for HR
- The 10 input checklist for Strategic HR
- The role of creativity in HR strategy
- How to translate Strategy into action - the value of Strategic Action Plans
- HR's role in Matrix management and measuring results
- Review "Can the human resource be improved at no extra cost?". Ten areas where a real difference can be made

Day 2: Making HR Effective - 10 Decisive Actions to Make a Difference

Decisive actions you will be able to implement for change - in this section, we will cover: The new structure of HR, Manpower planning, and how to do downsizing or right sizing in the organization.

- The new shape of HR
- The internal structure needed for tomorrow's successful HR departments
- Does added value apply to HR?
- Manpower Planning 1 - use of Manpower Projective Techniques
- Maximizing organizational structures to enhance productivity - how downsizing and right-sizing work
- Understanding the new ratios for supervisors and managers

Day3: A New Look at Advances in Recruitment, Training, and Techniques to Maximise Human Performance

You will understand and be able to master new techniques that will vastly improve: Recruitment, Training, and Pay and Rewards. The use of case studies will aid in your learning.

- Recruitment2 - The new approach to recruitment processes
- How testing and profiling can make a real efficiency difference
- How to improve the questioning process using the latest in behavioral techniques
- Tips and techniques used by interviewing professionals
- Professional interviewing in practice
- Training3 - The new training efficiency model

- Techniques to determine which training provides value to the organization
- How to evaluate training
- Valuing and costing training and the use of a prioritizing system to get outstanding value from the training budget specialist handout
- Maximizing efficiency through pay and rewards 4
- Concepts of value using the new talent model
- Two major improvements in efficiency - the use of differentiation and bonus schemes
- Business examples - Case Studies

Day4: New Performance and Value Approaches to Performance, Competence, Appraisal and Succession Planning

This is the section for creating a performance advantage. You will master how to measure and track competency and performance improvement and re-vitalize performance appraisal. Also, I will understand the new approach to succession planning.

- Understanding Performance 5 - Setting organizational performance standards
- Need for predictive forecasting
- Paying for performance
- Understanding how competencies 6 - are structured and how to realistically measure them
- Performance appraisal 7 - understanding the cost of an appraisal and how to improve it
- Techniques to improve appraisal techniques and to maximize the value of training
- A new approach - new results
- Software needed
- 5 Succession Plans 8 - what is the organization's value of PDP?
- The three approaches to targeted succession planning
- Group exercise and report back

Day 5: Business Process Re-engineering and How to Measure the Return On Investment on HR Activities

In this final section of the program, you will learn and be able to do Business Process mapping and be able to know how to calculate the ROI on all HR activities.

- BPR 9 - Understand the immense value Business Process Re-engineering offers

- What is BPR? - DVD and discussion
- IBM and Levis Case Study
- How to do BPR?
- Creating and Measuring value from HR 10
- Practical examples
- The HR ROI formula
- Program Review

Registration form on the Training Course: Strategic Change Management for HR Professionals

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