



*Training Course:
HR Strategy in Action: Building a Culture of
Engagement & Productivity*

*23 - 27 June 2025
Vienna (Austria)*

Training Course: HR Strategy in Action: Building a Culture of Engagement & Productivity

Training Course code: HR235823 From: 23 - 27 June 2025 Venue: Vienna (Austria) - Training Course Fees: 5750 € Euro

Introduction:

A well-crafted HR strategy is essential for organizations looking to **enhance workforce engagement, boost productivity, and drive long-term success**. In today's competitive landscape, HR professionals must go beyond traditional administrative roles and actively contribute to shaping a high-performance workplace culture.

This **five-day interactive training program** is designed for HR professionals, managers, and organizational leaders who want to **develop and implement HR strategies that foster engagement, enhance productivity, and align with business goals**. The program explores **best practices in employee engagement, performance management, leadership development, and workplace innovation**, ensuring that participants leave with actionable strategies to implement in their organizations.

Through **real-world case studies, interactive discussions, and hands-on exercises**, participants will learn how to design HR initiatives that create **a motivated, engaged, and high-performing workforce** while addressing the challenges of modern workplaces, including remote and hybrid work models.

Target Audience:

- Mid-level HR professionals
- HR business partners and talent management specialists
- Organizational development and workforce planning professionals
- Employee engagement and culture specialists
- Managers responsible for HR strategy and team performance

Training Objectives:

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

1. **Understand the Role of HR Strategy in Business Success** - Align HR initiatives with organizational goals to create a competitive advantage.
2. **Enhance Employee Engagement** - Develop strategies to boost employee motivation, satisfaction, and retention.
3. **Improve Workplace Productivity** - Implement performance management systems that drive accountability and results.
4. **Foster a Culture of Continuous Improvement** - Encourage innovation, collaboration, and learning to keep

employees engaged.

5. **Leverage HR Analytics and Data-Driven Decision-Making** - Use workforce data to measure engagement and optimize HR strategies.
6. **Develop Leadership and Career Growth Opportunities** - Establish programs that nurture leadership skills and succession planning.
7. **Integrate Digital HR Solutions** - Utilize HR technology to streamline processes and enhance workforce experience.
8. **Adapt to the Changing Workforce** - Implement strategies for hybrid work models, generational diversity, and remote engagement.
9. **Strengthen Workplace Culture** - Build a workplace that fosters inclusivity, trust, and high performance.
10. **Apply Best Practices in HR Strategy Implementation** - Develop a customized action plan for enhancing engagement and productivity.

Outlines:

Day 1:

HR Strategy and Its Role in Business Success

- Understanding HR's strategic impact on productivity and engagement
- Aligning HR strategy with corporate objectives
- HR's role in shaping workplace culture and employee experience
- Case studies: How HR strategies drive business success
- Workshop: Assessing current HR strategies in participants' organizations

Day 2:

Employee Engagement and Motivation Strategies

- The psychology of engagement: What motivates employees?
- Identifying and addressing disengagement in the workplace
- Creating an inclusive and collaborative work environment
- Recognition, rewards, and incentives that enhance engagement
- Interactive session: Designing an engagement action plan

Day 3:

Performance Management and Workplace Productivity

- Shifting from traditional performance appraisals to continuous feedback
- Implementing goal-setting frameworks OKRs, KPIs, SMART goals
- Coaching and mentoring for improved team performance
- HR analytics for measuring engagement and productivity
- Workshop: Developing a performance-driven culture

Day 4:

Leadership Development and Talent Growth

- Building leadership pipelines for sustainable workforce development
- Career development and succession planning strategies
- The role of HR in fostering leadership at all levels
- Training and development programs that drive engagement
- Interactive session: Creating a leadership development roadmap

Day 5:

Implementing HR Strategies for Long-Term Impact

- The future of HR: Trends in digital transformation and workplace innovation
- Managing workforce diversity and inclusion for enhanced productivity
- Adapting HR strategies for remote and hybrid work environments
- Change management in HR: Leading successful workforce transformations
- Action planning: Developing a tailored HR strategy for engagement and productivity

Registration form on the Training Course: HR Strategy in Action: Building a Culture of Engagement & Productivity

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

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