



*Training Course:
Transformative HR Strategies for Senior Leaders:
Driving Organizational Success*

*25 - 29 May 2026
Casablanca (Morocco)*

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Training Course code: HR235403 From: 25 - 29 May 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In the rapidly evolving business landscape, senior managers and executives play a pivotal role in shaping the strategic direction of their organizations. A crucial aspect of this leadership involves the strategic management of human resources, which has emerged as a key driver of competitive advantage. This training program is designed to provide senior leaders with advanced insights and tools to integrate HR strategies with overall business strategies effectively.

The program delves into the complexities of modern HR challenges, including talent acquisition, employee engagement, leadership development, and the creation of an inclusive workplace culture. Participants will gain a deep understanding of how to leverage HR analytics to make data-driven decisions and how to align HR functions with broader organizational goals. Through a combination of theoretical knowledge, practical applications, and interactive workshops, this program aims to transform senior leaders into strategic HR partners who can drive organizational success.

Target Audience

- Senior Managers
- Executives
- Directors
- Vice Presidents
- Chief Officers e.g., CEO, CFO, COO

Objectives

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

- Understand the strategic role of HR in achieving business objectives.
- Develop and implement HR strategies that support organizational growth and change.
- Enhance leadership skills to foster employee engagement and performance.
- Utilize data-driven approaches for HR decision-making.
- Foster a culture of diversity, equity, and inclusion.
- Master strategic HR management and talent management strategies.

- Develop high-potential employees for future leadership roles.
- Create and implement a comprehensive strategic HR plan.

Outlines

Day 1:

Strategic HR Management

1. Introduction to Strategic HR Management

- Overview of HR's evolving role in strategic management.
- The importance of aligning HR strategies with business objectives.

2. Environmental Scanning and Workforce Planning

- Techniques for analyzing external and internal business environments.
- Utilizing workforce analytics for effective planning and forecasting.

3. Developing a Strategic HR Plan

- Key components and steps for creating a robust HR strategy.
- Integrating HR plans with overall business strategies.

4. Case Studies and Best Practices

- Analysis of successful HR strategies from leading organizations.
- Discussion of best practices and lessons learned.

5. Interactive Workshop: HR Strategy Development

- Group activity to create a strategic HR plan for a hypothetical organization.
- Presentation and feedback session to refine strategies.

Day 2:

Leadership and Employee Engagement

1. Transformational Leadership in HR

- Differentiating between transformational and transactional leadership.
- Exploring the impact of leadership styles on organizational performance.

2. Building a High-Performance Culture

- Defining the key elements of a high-performance culture.
- Role of senior leaders in fostering and maintaining this culture.

3. Employee Engagement Strategies

- Identifying drivers of employee engagement.
- Implementing best practices to enhance employee involvement and commitment.

4. Engagement Metrics and Analysis

- Measuring employee engagement and interpreting the results.
- Using data to inform engagement strategies and initiatives.

5. Interactive Workshop: Enhancing Employee Engagement

- Developing customized engagement strategies for participants' organizations.
- Group discussions and strategy refinement.

Day 3:

Talent Management and Succession Planning

1. Strategic Talent Acquisition

- Advanced techniques for attracting and selecting top talent.
- Aligning talent acquisition with organizational goals and values.

2. Performance Management Systems

- Designing and implementing effective performance management processes.
- Utilizing feedback and evaluation tools to drive performance.

3. Succession Planning

- Identifying and developing future leaders within the organization.
- Creating a succession plan that aligns with strategic objectives.

4. Leadership Development Programs

- Best practices for developing leadership capabilities at all levels.
- Tailoring development programs to meet organizational needs.

5. Developing High Potentials

- Strategies for identifying and nurturing high-potential employees.
- Tools and techniques for developing future leaders.

6. Interactive Workshop: Succession Planning and Talent Management

- Practical exercises to create or improve succession plans.
- Peer review and feedback to optimize talent management strategies.

Day 4:

HR Analytics and Data-Driven Decision Making

1. Introduction to HR Analytics

- Understanding the role of data in strategic HR management.
- Key metrics and KPIs for measuring HR effectiveness.

2. Data Collection and Analysis Techniques

- Methods for gathering and analyzing HR data.
- Tools and technologies for effective data management.

3. Applying Analytics to HR Decision Making

- Using data to inform HR policies and practices.
- Case studies on successful application of HR analytics.

4. Predictive Analytics in HR

- Introduction to predictive analytics and its applications.
- Leveraging predictive models to anticipate HR trends and issues.

5. Interactive Workshop: HR Analytics Projects

- Hands-on projects to apply HR analytics concepts.
- Group presentations and critique to enhance learning.

Day 5:

Diversity, Equity, and Inclusion DEI Strategies

1. Understanding DEI in the Workplace

- Importance of diversity, equity, and inclusion for organizational success.
- Key concepts and definitions related to DEI.

2. Developing DEI Strategies

- Creating DEI initiatives that align with organizational values and goals.
- Best practices for implementing and sustaining DEI efforts.

3. Measuring DEI Impact

- Metrics and tools for assessing the effectiveness of DEI initiatives.
- Analyzing DEI data to drive continuous improvement.

4. Fostering an Inclusive Culture

- Strategies for building an inclusive workplace environment.
- Role of leadership in promoting and maintaining inclusivity.

5. Interactive Workshop: DEI Action Plans

- Developing actionable DEI plans tailored to participants' organizations.
- Peer feedback and collaborative improvement of DEI strategies

Registration form on the Training Course: Transformative HR Strategies for Senior Leaders: Driving Organizational Success

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