



*Training Course:
Strategic Management and Human Resources
(SMHR)*

*12 - 16 July 2027
Casablanca (Morocco)*

Training Course: Strategic Management and Human Resources (SMHR)

Training Course code: HR235349 From: 12 - 16 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Welcome to the Strategic Management and Human Resources SMHR training program developed by Global Horizon. This intensive 5-day course is designed to equip participants with the fundamental knowledge and practical skills required to integrate strategic management principles with organizational human resource functions. The program will cover essential concepts, frameworks, and strategies to enable effective decision-making and execution in the dynamic business environment.

Objectives

- Understand the intersection of strategic management and human resources.
- Learn how to align HR practices with organizational strategies.
- Develop skills in strategic analysis, planning, and execution.
- Gain insights into talent management, workforce planning, and performance optimization.
- Explore best practices and case studies to apply SMHR principles in real-world scenarios.

Target Audience

This training program is ideal for:

- HR professionals seeking to enhance their strategic thinking and decision-making capabilities.
- Managers and leaders responsible for formulating and implementing organizational strategies.
- Entrepreneurs and business owners looking to optimize HR practices to achieve strategic objectives.
- Anyone interested in understanding the synergy between strategic management and human resources to drive organizational success.

Training Program Outline

Day 1: Introduction to Strategic Management and HR

- Overview of Strategic Management and HR Functions
- Importance of Aligning HR with Organizational Strategy
- Key Roles of HR in Strategic Planning
- Strategic Analysis Tools SWOT, PESTEL, Five Forces

Day 2: Organizational Strategy Development

- Types of Organizational Strategies Cost Leadership, Differentiation, Focus
- Strategic Decision-Making Processes
- Crafting Mission, Vision, and Values
- Setting Strategic Objectives and Goals

Day 3: Strategic Implementation and Execution

- Strategy Execution: Key Challenges and Best Practices
- Organizational Structure and Design for Strategy Implementation
- Resource Allocation and Budgeting
- Role of HR in Change Management and Implementation

Day 4: Strategic HR Planning and Talent Management

- Strategic Workforce Planning
- Recruitment and Selection Strategies
- Training and Development for Strategic Alignment
- Performance Management and Appraisal Systems

Day 5: Strategic HR Metrics and Evaluation

- HR Metrics and KPIs for Strategic Management
- Employee Engagement and Retention Strategies
- Managing Diversity and Inclusion

- Case Studies and Best Practices in SMHR

Registration form on the Training Course: Strategic Management and Human Resources (SMHR)

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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:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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