



*Training Course:
The Business of HR*

*5 - 9 April 2027
Casablanca (Morocco)*

Training Course: The Business of HR

Training Course code: HR3027 From: 5 - 9 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's volatile and highly competitive environment, organizations are no longer relying solely on financial or technological advantages—**human capital has become the primary differentiator**. The HR function is therefore expected to evolve beyond administration into a **strategic business partner that drives performance, innovation, and sustainable growth**.

This program is designed to reposition HR as a **value-generating function**, equipping participants with the frameworks, tools, and strategic mindset required to align HR practices with business objectives. It focuses on how HR policies and interventions can directly impact **organizational performance, cost efficiency, employee engagement, and long-term competitiveness**.

Participants will explore the integration of **leadership, performance management, behavioral competencies, workforce design, and employee relations**, enabling them to transform HR into a measurable contributor to business success.

Program Objectives

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

- Position HR as a **strategic driver of organizational performance**
- Apply modern leadership styles to enhance **employee productivity and engagement**
- Design and implement effective **recruitment and retention strategies**
- Develop and measure **performance management systems**
- Utilize **behavioral competency frameworks** to manage talent
- Optimize **work organization structures** to drive innovation
- Apply principles of **employee relations and motivation**
- Enhance communication, consultation, and employee involvement strategies

Target Audience

- HR Managers and HR Business Partners
- Organizational Development Professionals
- Senior HR Specialists
- Line Managers involved in people strategy
- Professionals transitioning into strategic HR roles

Program Outline

Day 1: The Context for Change & Strategic HR Positioning

- Global business trends and their impact on HR
- The evolving role of HR as a strategic partner
- Leadership styles and their impact on performance
- Measuring leadership effectiveness
- Developing future leaders within the organization
- Modern recruitment strategies using competency-based approaches
- Retention strategies and key success factors

Day 2: Managing Performance, Behaviour & Culture

- Performance management frameworks and systems
- Setting measurable performance standards and KPIs
- Linking performance to organizational goals
- The psychological contract vs. workplace reality
- Understanding and measuring corporate culture
- Coaching, mentoring, and counseling techniques
- Driving behavioral change through leadership

Day 3: Workforce Design & Human Capital Management

- Work organization models and optimal workforce design
- Determining the right organizational size and structure
- Competency frameworks: design and measurement
- Valuing competency improvement and performance impact
- Human Capital Management HCM techniques
- Measuring the ROI of human capital investments

Day 4: Employee Relations & Organizational Governance

- Employee rights vs. organizational responsibilities
- Employment contracts and legal considerations
- Managing poor performance and differentiation strategies
- Disciplinary procedures and managerial accountability
- Handling grievances and workplace conflicts
- Equal opportunities and diversity management

Day 5: The Future of HR & Employment Practices

- Industrial democracy and employee participation models
- Case study: modern organizational practices e.g., participative cultures
- Communication, consultation, and employee involvement strategies
- The evolving structure of HR departments
- Strategies for retaining top talent in competitive markets
- Future HR trends and strategic workforce planning
- Final review and action planning

Registration form on the Training Course: The Business of HR

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

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