



*Training Course:
Strategic Change Management for HR
Professionals*

*19 - 23 July 2027
Casablanca (Morocco)*

Training Course: Strategic Change Management for HR Professionals

Training Course code: HR3020 From: 19 - 23 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This advanced training program, designed by Global Horizon Training Center, focuses on enabling HR professionals to lead and manage strategic change effectively within their organizations. As businesses face continuous transformation driven by globalization, digitalization, and evolving workforce expectations, the role of HR has shifted from a support function to a **core driver of organizational change and performance improvement**.

The program introduces participants to modern strategic HR frameworks, including concepts aligned with the Dave Ulrich model, emphasizing HR as a strategic partner, change agent, and value creator. Participants will explore how to prioritize HR activities, implement high-impact initiatives, and redesign HR processes to improve efficiency, reduce costs, and enhance organizational outcomes.

Through practical tools, case studies, and real-world applications, this program equips participants with the ability to **translate strategy into actionable HR initiatives**, apply predictive techniques, and implement sustainable change across key HR functions.

Objectives

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

- Prioritize HR activities based on value contribution and organizational impact
- Develop and implement strategic HR action plans
- Apply predictive forecasting techniques in workforce and HR planning
- Optimize manpower utilization and improve workforce efficiency
- Reduce costs and enhance succession planning effectiveness
- Apply business process re-engineering BPR techniques within HR and beyond
- Understand and implement modern HR strategic models
- Identify and improve key HR processes that drive business performance
- Demonstrate the value of HR transformation initiatives to stakeholders

Target Audience

- HR Managers and HR Business Partners
- Organizational Development Professionals
- HR Consultants and Senior HR Officers
- Training and Development Managers
- Professionals involved in HR transformation, strategy, or change initiatives

Outlines

Day 1: HR as the Strategic Partner

- Introduction and program objectives
- The evolving role of HR from cost center to value creator
- The new strategic HR process and frameworks
- The 10-input checklist for strategic HR
- The role of innovation and creativity in HR strategy
- Translating strategy into action using Strategic Action Plans
- HR's role in matrix management and performance measurement
- Identifying key areas for HR improvement without increasing cost

Day 2: Making HR Effective - Decisive Actions for Change

- The new structure and shape of HR departments
- Designing HR for maximum organizational value
- Understanding and applying manpower planning techniques
- Workforce optimization: downsizing and right-sizing strategies
- Enhancing productivity through organizational structure design
- New supervisory and managerial ratio models

Day 3: Recruitment, Training & Maximizing Human Performance

- Modern recruitment strategies and methodologies
- Advanced interviewing and behavioral assessment techniques
- Psychometric testing and profiling for efficiency
- The new training efficiency model
- Evaluating training impact and ROI
- Optimizing training budgets through prioritization systems
- Enhancing performance through compensation, rewards, and differentiation strategies

Day 4: Performance, Competency & Succession Planning

- Setting and measuring organizational performance standards
- Introduction to predictive forecasting in HR
- Linking pay to performance
- Competency frameworks and measurement techniques
- Improving performance appraisal systems and reducing associated costs
- Enhancing appraisal effectiveness through modern techniques
- Succession planning models and targeted approaches
- Practical exercises on succession strategies

Day 5: Business Process Re-engineering & HR ROI

- Introduction to Business Process Re-engineering BPR
- Case studies on BPR implementation e.g., global organizations
- Mapping and redesigning HR processes
- Measuring value creation from HR activities
- Calculating Return on Investment ROI for HR initiatives
- Integrating analytics into HR decision-making
- Final program review and action planning for implementation

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

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

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Full Name (Mr / Ms / Dr / Eng):
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Personal E-Mail:
Official E-Mail:

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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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