



*Training Course:
Human Resources Management (Certified HR
Professional)*

*15 - 26 March 2027
Casablanca (Morocco)*

Training Course: Human Resources Management (Certified HR Professional)

Training Course code: HR3026 From: 15 - 26 March 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

In today's rapidly evolving business environment, Human Resources is no longer a support function—it is a **core driver of organizational strategy, performance, and competitive advantage**. Organizations across the globe, particularly in dynamic regions such as the Middle East, are facing increasing pressure to **optimize costs, enhance workforce productivity, and remain competitive in volatile markets**.

This comprehensive certification program is designed to equip HR professionals with the **latest strategic frameworks, analytical tools, and leadership capabilities** required to transform HR into a **high-impact, value-generating function**. It integrates modern HR thinking with practical application, focusing on both **strategic transformation and operational excellence**.

The program combines two critical dimensions:

- Leading Strategic HR Transformation
- The Business of HR

Participants will gain the ability to **align HR strategy with business goals, measure human capital impact, and lead organizational change effectively**.

Course Objectives

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

- Master advanced **HR strategic planning models and frameworks**
- Translate business strategy into **HR objectives using the 6 S model**
- Develop and implement **HR strategic action plans**
- Analyze and interpret **predictive HR data and trends**
- Build and present **executive-level HR insights and reports**
- Align HR practices with **global and regional business environments**
- Apply best practices in:
 - Leadership & Management
 - Recruitment & Retention
 - Performance Management
 - Employee Relations
 - Organizational Design
- Demonstrate the **strategic value of HR through measurable outcomes ROI**

Target Audience

- HR Managers and HR Business Partners
- Senior HR Specialists and Consultants
- Organizational Development Professionals
- Line Managers transitioning into HR leadership roles
- Professionals seeking advanced HR certification

Course Outline

Module 1: Leading Strategic HR Transformation Days 1-5

Day 1: Strategic HR Foundations

- The role of HR at the executive level
- Aligning HR strategy with corporate vision and mission
- Traditional vs. modern strategic planning approaches
- The [10-step HR strategic model](#)

Day 2: Translating Strategy into Action

- Converting strategy into measurable HR objectives
- Applying the [6 S model](#) for HR execution
- Building HR business and action plans
- HR budgeting and financial alignment

Day 3: Predictive HR & Workforce Analytics

- Importance of predictive analytics in HR
- Trend analysis and forecasting techniques
- Tools for predictive workforce planning
- Succession and emergency planning frameworks

Day 4: Measuring Human Capital Performance

- Organizational maturity and culture assessment
- Linking competence to performance outcomes
- Human capital valuation techniques
- Key performance indicators KPIs in HR
- Executive-level reporting and dashboards

Day 5: Future HR Trends & Strategic Response

- Global workforce trends and challenges
- Changing employee expectations
- Future HR models and structures
- Strategic adaptation in HR practices

Module 2: The Business of HR Days 6-10

Day 6: The Changing Business Environment

- Global economic and social changes impacting HR
- Strategic HR response to business challenges
- Leadership styles and organizational impact
- Modern recruitment and retention strategies

Day 7: Performance, Behaviour & Culture

- Advanced performance management frameworks
- Improving managerial effectiveness
- The psychological contract in organizations
- Organizational culture and climate measurement
- Coaching, mentoring, and feedback systems

Day 8: Workforce Design & Human Capital

- Work organization and structural optimization
- Competency frameworks and measurement
- Human capital management strategies
- Workforce productivity and efficiency models

Day 9: Employee Relations & Governance

- Employment contracts and legal considerations
- Managing poor performance and discipline
- Grievance handling and conflict resolution
- Equal opportunities and diversity management

Day 10: Future Employment Practices

- Industrial democracy and employee participation
- Role of employee representatives
- Communication, consultation, and involvement
- Future of HR and workforce models
- Program review and action planning

Registration form on the Training Course: Human Resources Management (Certified HR Professional)

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

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