



*Training Course:
The Art of Human Resource Management
(Certified HR Professional)*

*9 - 13 August 2027
Casablanca (Morocco)*

Training Course: The Art of Human Resource Management (Certified HR Professional)

Training Course code: HR3009 From: 9 - 13 August 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This program, designed by Global Horizon Training Center, positions the HR function as a **strategic bridge between the workforce and the organization**, ensuring alignment between employee needs and business objectives.

Modern HR is no longer limited to administrative responsibilities—it plays a vital role in shaping culture, driving performance, and supporting organizational transformation. This seminar provides participants with a structured understanding of the **core components of HR**, while also exploring how to evolve the function into a value-adding strategic partner.

Participants will gain clarity on the division of responsibilities between HR and line management, and will develop practical skills to handle key HR processes such as recruitment, performance management, employee relations, and disciplinary procedures. The program also emphasizes the application of the **Psychological Contract** to enhance employee engagement and organizational effectiveness.

Objectives

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

- Describe the role and strategic purpose of the HR function
- Explain how HR contributes to achieving organizational goals
- Apply key HR practices including recruitment, selection, induction, and retention
- Manage employee relations and workplace issues effectively
- Implement structured performance management processes
- Understand and apply competency frameworks
- Handle disciplinary and grievance procedures professionally
- Develop essential interpersonal and influencing skills required for HR success

Target Audience

- HR Managers and HR Officers
- HR Assistants and Personnel Staff
- Line Managers, Supervisors, and Team Leaders
- Organizational Development Professionals
- Professionals seeking to build or advance a career in HR

Outlines

Day 1: HR as a Strategic Business Function

- The organizational context and HR environment
- Socio-economic influences on HR
- Pressures and challenges facing HR
- Managing organizational change
- Nationalization considerations
- The evolving strategic role of HR

Day 2: Core Components of the HR Function

- Recruitment and selection processes
- Conducting effective interviews
- Competency-based recruitment
- Employee induction and onboarding
- Employee relations management
- Corporate Social Responsibility CSR
- Handling disciplinary and grievance procedures
- Equity, diversity, and inclusion

Day 3: Enhancing HR Effectiveness

- Performance management systems
- Feedback vs. criticism
- Coaching for performance improvement
- Expanding the use of competencies
- Assessment centers and talent evaluation
- Becoming an employer of choice
- Employee Value Proposition EVP
- Empowerment and HR branding
- Understanding the psychological contract
- Employee satisfaction and retention strategies
- Identifying key organizational stakeholders
- Succession planning and talent management
- Motivation theories and application
- Building a continuous learning culture
- Work organization and merit-based rewards

Day 4: The Psychological Contract and Workforce Engagement

- Transitioning HR from operational to strategic
- Employee relationship management
- Emerging HR roles and responsibilities
- Essential personal skills for HR professionals
- Influencing and communication skills
- Conflict management and resolution
- Assertiveness and professional development

Day 5: The Future of HR and Personal Effectiveness

- Transitioning HR from operational to strategic
- Employee relationship management
- Emerging HR roles and responsibilities
- Essential personal skills for HR professionals
- Influencing and communication skills
- Conflict management and resolution
- Assertiveness and professional development

Registration form on the Training Course: The Art of Human Resource 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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