



Conference:
Mastering Human Resource Management

3 - 7 January 2027
Sharm El-Sheikh (Egypt)
Sheraton Sharm Hotel

Conference: Mastering Human Resource Management

Conference code: CO8261 From: 3 - 7 January 2027 Venue: Sharm El-Sheikh (Egypt) - Sheraton Sharm Hotel Conference Fees: 4775 € Euro

Introduction

This conference highlights the evolving role of HR in aligning with business strategy, emphasizing its strategic value. Attendees will stay updated on the latest international HR trends and explore new HR measurement tools. The conference offers an A-Z approach to mastering HR strategic thinking and introduces innovative methods for performance appraisal. Participants will gain practical insights to enhance organizational performance through a modern, strategic HR approach.

Objectives

- See the new three-tier HR framework and understand the structural changes needed
- Use the new HR maturity model to measure the existing position and develop strategies for the future
- Understand and use strategic models and implementation processes to deliver future-based results this includes a new complete end-to-end strategic model
- Use the organizational maturity model questionnaire to plot the current position of their organization
- Understand and be able to use a corporate culture program to change organizational culture
- Use the new MMM motivational model for re-energizing the organization
- Learn how existing appraisal systems can be changed to produce measurable performance and competency results
- Understand and be able to use creative methods for improving HR performance
- New approaches to Pay and benefits
- Explore knowledge management and the role of emotional intelligence in tomorrow's organization
- Create added value - beyond key indicators

Target Audience

- HR Managers and Senior HR Professionals
- Human Resource Business Partners HRBPs
- Organizational Development and Change Management Specialists
- Talent Management and Learning & Development Professionals
- Compensation and Benefits Specialists
- Performance Management and HR Analytics Professionals

- Recruitment and Staffing Managers
- HR Consultants and Advisors
- Business Leaders involved in HR strategy and workforce planning
- Professionals responsible for aligning HR with organizational strategy
- Professionals seeking to modernize HR practices and adopt strategic HR models
- Graduates and mid-level HR practitioners aiming to advance into strategic HR roles
- Anyone involved in human capital development, organizational culture, and employee performance management

Outlines

Day 1: The changing expectations of Human Resources

- Introductions
- Global Change
- Impact of technology on future businesses - case study
- Need to change organizational structures - Video FACE
- How changing internal and external customer needs will affect all current HR concepts - Video
- Where are you now? The HR change model - questionnaire and discussion
- Day one review

Day 2: How the strategy works - the model and the implementation

- The four strategic models - how they work - case studies
- Strategic models for use within the organization, incorporating the LAND model - Video and organizational tool for measurement questionnaire
- Creativity and innovation - their role in strategic thinking - exercises, and video
- End of the-day review

Day 3: Translating strategy into action and use of corporate culture

- How strategy is translated into business plans
- Use of the 6 S model to produce plans that can be measured
- Creating HR quality plans - how to do it - practical exercises
- Delivering measurable business benefits
- No plan - no results - case study and Video

- End of the-day review

Day 4: Significant changes in how International HR will function in the future

- Process re-engineering HR activities - exercise and video
- The three-tier model for HR - benefits to the business
- Managing and valuing Human Capital
- Developing and measuring Competency and Performance
- Use of Corporate culture - how to design a corporate culture template - practical case study and exercise
- The changing function of recruitment, psychometric testing, and Personality questionnaires
- End of the-day review

Day 5: Significant HR actions that can help improve the efficiency of the organization

- Understanding rightsizing the organization - an ongoing process
- How pay and conditions can dramatically improve productivity - at no extra cost to the organization
- A new look at performance appraisal -ensuring year-on-year improvements in competency and performance
- How a new motivation model "MMM" can change measurable results
- Corporate communications - a new role for HR?
- Managing trends; knowledge management, home working, predictive forecasting
- End of program review

Registration form on the Conference: Mastering Human Resource Management

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