Advanced Course in Strategic HR Business Partner

26 – 30 July 2027
Malaga (Spain)



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Introduction

In today's fast-changing and competitive business environment, the role of human resources extends far beyond administrative tasks or recruitment. This is where the concept of the Strategic HR Business Partner emerges as a key driver in enhancing organizational performance and aligning human capital with long-term objectives. The role places HR at the center of decision-making, ensuring that workforce strategies support sustainable growth and institutional success.

This program is designed for executives, team leaders, and decision-makers across public and private organizations in the Middle East and North Africa. It also targets professionals across various levels who aim to strengthen their leadership capabilities and adopt global best practices in human resources strategy.

The main value lies in helping participants shift from operational to strategic thinking, enabling them to design and implement initiatives that maximize employee value and directly support organizational outcomes.

Course Objectives

- Understand the modern roles of HR as a strategic partner.
- Acquire tools to design and implement integrated HR strategies.
- Analyze the link between talent management and organizational goals.
- Develop skills to forecast future workforce needs.
- Build policies that support sustainable and agile work environments.
- Measure and evaluate the impact of HR initiatives on organizational performance.
- Enhance communication and influence with senior leadership and stakeholders.
- Align HR plans with organizational key performance indicators KPIs.

Course Outlines

Day 1: Strategic Foundations of HR

- The evolving role of HR in modern organizations.
- The concept of a strategic partnership with senior leadership.
- Linking workforce planning with organizational objectives.
- HR strategies aligned with measurable outcomes.
- Applying strategic thinking in HR functions.
- Practical exercise: gap analysis between current and future HR practices.



Day 2: Workforce Analytics and Future Planning

- Workforce demographic and data analysis.
- Forecasting future skills and capability requirements.
- Designing strategies to close skill gaps.
- Using performance indicators to assess workforce readiness.
- Integrating workforce planning with corporate strategy.
- Workshop: building practical recruitment and retention plans.

Day 3: Talent Management as a Strategic Tool

- Understanding the employee lifecycle.
- Effective talent acquisition and selection strategies.
- Designing sustainable training and development programs.
- Retention strategies for high-performing employees.
- Linking talent management with productivity and growth.
- Case study: implementing a talent management strategy.

Day 4: HR Leadership and Change Management

- The role of HR in driving organizational change.
- Building a culture that supports innovation and agility.
- Managing resistance to change effectively.
- Strategic leadership skills for HR professionals.
- Embedding corporate values into HR policies.
- Interactive exercise: leading change initiatives.

Day 5: Measuring Impact and Strategic Evaluation

- Designing KPIs to assess HR initiative success.
- Calculating return on investment ROI in HR programs.
- Evaluating the broader impact on organizational performance.
- Preparing strategic reports for senior management.
- Reviewing practical HR projects developed by participants.
- Future-focused discussion: continuous improvement in HR strategies.



Why Attend This Course: Wins & Losses!

- Gain practical skills in strategic HR management.
- Learn global best practices adapted to regional contexts.
- Strengthen the alignment between HR and corporate strategy.
- Improve decision-making with data-driven HR analytics.
- Enhance leadership and communication with top management.
- Build integrated workforce and talent management plans.
- Access tools to evaluate HR initiatives and outcomes.
- Boost professional credibility and career advancement.

Conclusion

The Strategic HR Business Partner program is a transformative step for HR professionals aiming to move beyond traditional operational roles toward shaping the future of their organizations. By focusing on workforce analytics, talent management, change leadership, and strategic evaluation, the course provides participants with the knowledge and tools to drive measurable business value.

More than theory, this program emphasizes real-world application, empowering participants to immediately implement strategies within their organizations. It is an investment in both personal growth and institutional success, positioning HR as a true strategic partner in today's dynamic business landscape.

