BLACKBIRD FOR TRAINING

Certified Human Resources Specialist (CHRS) – Intensive Program

19 – 23 July 2027
Casablanca (Morocco)



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Ref: 3255113_331947 **Date:** 19 – 23 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

The role of Human Resources has evolved from an administrative function into a strategic driver of business success.
The Certified Human Resources Specialist CHRS - Intensive Program is designed to provide HR professionals and aspiring specialists with the practical knowledge, essential tools, and modern strategies to excel in today's competitive workplace.
Over five intensive days, participants will gain expertise in talent acquisition, employee engagement, compensation & benefits, HR analytics, employment law, and future HR trends including AI and digital transformation.

Course Objectives

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

- Understand the strategic role of HR in achieving organizational goals.
- Apply advanced techniques in recruitment, selection, and workforce planning.
- Implement effective performance management and employee engagement practices.
- Design compensation and benefits systems that attract and retain talent.
- Utilize HR analytics and data-driven decision-making to enhance organizational performance.
- Ensure compliance with employment laws and adopt effective change management practices.
- Explore the future of HR, including digital transformation, HR technology, and AI-driven HR solutions.

Course Outline

Day 1 - HR Foundations & Strategic Role

- HR's contribution to organizational success
- Core duties & skills of HR specialists
- HR ethics & professional responsibilities
- Aligning HR with business strategy

Day 2 - Talent Acquisition & Workforce Planning

- Job analysis & job design
- Recruitment & selection strategies
- Workforce planning & forecasting
- Onboarding & employer branding



Day 3 - Employee Relations & Engagement

- Performance management & appraisal
- Employee motivation & engagement models
- Talent retention strategies
- Building a culture of diversity & inclusion

Day 4 - Compensation, Benefits & HR Analytics

- Compensation management & job evaluation
- Employee benefits & rewards
- Key HR metrics & analytics for decision making
- Using data to improve HR strategy

Day 5 - Employment Law, Change & Future Trends

- Employment law essentials & compliance
- Workplace safety & employee well-being
- Change management in HR
- Future of HR: Digital transformation, AI & HR tech
- Final review + CHRS exam preparation highlights

Why Should You Attend This Course?

- Gain a globally recognized CHRS certification to boost your career profile.
- Develop in-demand HR skills that directly impact organizational success.
- Learn from real-world case studies and interactive exercises tailored to today's HR challenges.
- Stay ahead by understanding future HR trends such as artificial intelligence, automation, and digital HR systems.
- Network with HR professionals and share best practices across industries.

Conclusion

The Certified Human Resources Specialist CHRS - Intensive Program is not just another HR training—it is a career transformation opportunity.
Whether you are new to HR or an experienced professional seeking to sharpen your expertise, this program equips you with the knowledge, skills, and certification to thrive in the dynamic world of Human Resources.

