BLACKBIRD FOR TRAINING

Certified HR Professional (SHRM/HRCI)

28 June – 2 July 2027
Casablanca (Morocco)



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Ref: 3255213_335019 **Date:** 28 June – 2 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

In today's fast-changing business environment, human resources is no longer limited to administrative tasks—it has become a strategic driver of organizational success. HR professionals play a vital role in shaping company culture, aligning workforce strategies with corporate goals, and ensuring compliance with complex labor laws.

The Certified HR Professional SHRM/HRCI credential stands as one of the most respected global certifications in human resources. It equips participants with advanced knowledge, proven methodologies, and globally recognized practices that elevate their professional credibility and organizational impact.

Course Objectives

- Master core and advanced principles of human resource management.
- Apply global best practices in policy design and workforce development.
- Analyze HR challenges and implement practical solutions.
- Align HR strategies with organizational objectives.
- Develop leadership capabilities and foster a high-performance culture.
- Understand labor laws and compliance requirements.
- Enhance performance management and career development systems.
- Build long-term strategic HR initiatives.

Course Outlines

Day One: Strategic Foundations of HR

- Introduction to the SHRM/HRCI certification and its global value.
- The evolving role of HR from administrative to strategic.
- Linking HR strategy to corporate vision.
- Global trends in human capital management.
- Organizational case study analysis.
- Initial knowledge assessment.



Day Two: Talent Acquisition and Workforce Planning

- Advanced recruitment strategies and frameworks.
- Attracting and retaining top talent.
- Workforce planning and gap analysis.
- Building leadership pipelines for the future.
- Enhancing employee experience from onboarding to retention.
- Practical workshops on recruitment design.

Day Three: Performance Management and Organizational Development

- Designing performance appraisal systems.
- Using KPIs to drive productivity.
- Building effective training and development programs.
- Leading organizational change initiatives.
- Overcoming resistance to change.
- Applied group activity on performance improvement.

Day Four: Compliance, Ethics, and Legal Frameworks

- Local and international labor law essentials.
- Compliance tools and best practices.
- Managing workplace conflicts and disputes.
- Drafting HR policies with ethical foundations.
- Preventing workplace discrimination and harassment.
- Hands-on exercise in HR policy design.

Day Five: Leadership and Certification Readiness

- The HR role in developing future leaders.
- Applying transformational leadership in HR functions.
- Innovation in HR practices and tools.
- Comprehensive review of key concepts.
- Practice exam questions for certification readiness.
- Personal preparation plan for the SHRM/HRCI exam.



Why Attend This Course: Wins & Losses!

- Earn an internationally recognized HR certification.
- Boost career growth and promotion opportunities.
- Gain practical, applicable HR expertise.
- Build a strong professional network.
- Strengthen leadership and influence in organizations.
- Stay updated with global HR trends and practices.
- Increase credibility with top management.
- Enhance organizational competitiveness.

Conclusion

The Certified HR Professional SHRM/HRCI program is more than a credential—it's a strategic investment in your professional future. It equips HR leaders and practitioners with the tools, frameworks, and confidence to drive people-centric strategies and deliver measurable organizational success.

By blending theory with practice, this program ensures that HR professionals are not only prepared for certification but also ready to take on the evolving challenges of today's dynamic workplace.

