

Advanced Strategies in Human Resources

Casablanca (Morocco)

22 - 26 September 2025

UK Training

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Advanced Strategies in Human Resources

Code: HR28 From: 22 - 26 September 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

The "Advanced Strategic HR Management" training course focuses on human resource strategy, its integration with corporate planning, and the growth of human resource policies. Human Resource Management HRM is concerned with personnel policies and supervisory practices that influence the workforce. Broadly, it encompasses all decisions that affect the workforce within an organization. This course provides participants with essential knowledge and skills to effectively adapt and implement HR strategies tailored to their organizational needs.

Course Objectives

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

- Understand the key concepts and definitions of Human Resource Management HRM.
- Develop a training strategy that aligns with organizational needs and goals.
- Establish efficient staff selection processes and performance appraisal systems.
- Learn the methodology for Training Needs Analysis and how to deliver cost-effective training.
- Enhance communication and interpersonal skills to deliver impactful training.
- Implement training needs and effectively evaluate the benefits of training programs.
- Understand how undesirable behaviors can lead to conflicts within the workplace.

Course Outlines

Day 1: Strategic Human Resource Planning

- How HR can become more strategic within an organization.
- Various strategic tools and their practical application in HRM.
- Building ethical organizations and creating a transparent, ethical culture.
- The impact of external and internal factors on organizational change.

Day 2: Effective Recruitment

- Understanding organizational strengths and weaknesses in recruitment and selection.
- The influence of best practices on recruitment effectiveness.
- Avoiding common management pitfalls in the hiring process.
- Planning effectively before the interview and attracting the right candidates.
- Structuring the interview process for efficiency and effectiveness.
- Importance of communication skills in recruitment.
- Operating within the legal framework during recruitment.
- Enhancing questioning techniques and using psychometric assessments.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 3: Improving Motivation and Job Satisfaction

- Maximizing human capital to drive performance.
- Objectives of performance appraisals.
- Exploring alternative appraisal methodologies.
- Identifying effective and ineffective appraisal practices.
- Assertiveness skills for improving employee engagement.
- Understanding different performance appraisal models.

Day 4: Effective Communication Skills

- Essential listening and questioning techniques.
- How to use body language effectively to influence communication.
- Managing diversity issues within HR practices.
- Navigating cultural differences and fostering global business relationships.

Day 5: Identification and Analysis of Training Needs

- Developing a comprehensive training and development strategy.
- Conducting Training Needs Analysis.
- Delivering cost-effective training programs.
- Transferring skills into the workplace to ensure sustainable impact.

Why Attend This Course: Wins & Losses!

- In-Depth Understanding of HR Strategies: Learn how to develop and implement HR strategies that align with organizational objectives, improving team performance and achieving strategic goals.
- Learn Best Practices in Recruitment and Training: Gain advanced skills in effective recruitment and performance appraisal systems, including the use of psychometric assessments and creating cost-effective training strategies for better employee performance.
- Enhance Communication and Organizational Effectiveness: Develop essential communication skills that foster better workplace collaboration, employee engagement, and cultural sensitivity.
- Master Training and Development Techniques: Learn how to analyze training needs and deliver impactful training that aligns with business objectives, boosting organizational growth.
- Apply Strategic HR Tools: Familiarize yourself with the latest HR management tools and techniques that enable your organization to remain competitive and adaptable in a dynamic business environment.

Conclusion

The "Advanced Strategic HR Management" course offers a fantastic opportunity for HR professionals to deepen their understanding of strategic HR management practices. By attending this course, participants will gain valuable insights into HR strategy development, recruitment processes, training delivery, and performance management. Don't miss out on this opportunity to enhance your skills in Human Resource Management and drive tangible progress in your professional career.

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