BLACKBIRD FOR TRAINING

Essentials of Human Resources Management & Development

17 – 21 May 2027
Casablanca (Morocco)

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PARTNER



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Ref: 321378_132617 **Date:** 17 – 21 May 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

In today's fast-paced business environment, HR professionals are required to possess a broad range of skills to help their organizations achieve strategic goals. Beyond traditional administrative duties, HR professionals must now develop technical, behavioral, and emotional competencies to effectively contribute to business success. This course on Human Resource Management will empower you to transform both yourself and your HR department into trusted business partners capable of delivering results and driving organizational value. Whether you're looking to advance in strategic human resource management, enhance employee training and development, or refine your understanding of human resource management strategy, this course will equip you with the knowledge and tools to lead your HR function effectively.

Course Objectives

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

- Demonstrate a thorough understanding of the nature of HR as a managerial function and how it aligns with overall business strategies.
- List all the HR functions and responsibilities, understanding their contribution to organizational success.
- Play the four new roles that make HR a credible business partner in a modern organization.
- Create an HR strategy that is aligned with the overall organizational strategy and supports business growth.
- Measure the contribution of HR to the bottom line, in both profit and non-profit organizations.
- Assess the effectiveness of the human resources function using SMART Key Performance Indicators KPIs.
- Demonstrate how a competency framework can enhance HR performance.
- List and define the core competencies of an HR professional.



Course Outlines

Day 1: Human Management: An Overview

- Definition and objectives of modern HR management.
- Evolution of HR management: from traditional to strategic human resource management.
- Main functions of HR management, including organization, resourcing, and more.
- Developing a positive organizational culture.
- Key areas of training and development in human resource management.
- Effective performance management strategies.
- Total compensation management systems.

Day 2: Competency-Based HR Management

- Competency definition and its importance in HR practices.
- Types of competencies required for HR professionals.
- The role of competency-based recruitment and selection in hiring top talent.
- How to design competency-based training and development programs.
- Implementing competency-based performance management for organizational success.
- The benefits of competency-based HR for organizational growth.

Day 3: HR Business Partner and Recruitment Planning

- The four new roles of an HR business partner.
- Managing strategic HR and contributing to business goals.
- Aligning talent acquisition strategies with business strategy.
- The importance of creating an effective recruitment plan.
- Understanding employee branding and becoming an Employer of Choice.
- The recruitment process and the role of HR in facilitating it.
- Workforce planning and ensuring the right talent is in place.

Day 4: Job Analysis, Description, and Evaluation

- The importance of job descriptions and job analysis in the HR process.
- Four approaches for conducting job analysis.
- Writing job descriptions using Key Result Areas KRAs.
- Ensuring internal consistency through job evaluation methods.
- Key characteristics of effective job descriptions and job evaluation systems.



Day 5: Fundamentals of Strategic HR Management

- Analyzing the business environment to align HR strategy with organizational goals.
- Connecting SWOT analysis to strategic HR planning.
- Linking organizational strategies to HR key result areas KRAs.
- Using SMART Key Performance Indicators KPIs to measure HR performance.
- Understanding the balanced scorecard and how to apply it to HR strategy.

Why Attend This Course: Wins & Losses!

- Gain an in-depth understanding of human resource management: This course will teach you essential concepts such as HR management strategy, competency-based HR, and the role of HR in strategic business planning.
- Develop a robust HR strategy: Learn to create HR strategies aligned with the overall business goals, helping to drive business success.
- Enhance HR practices with competencies: Gain the tools to build a competency framework that drives better recruitment, training, and performance management practices.
- Measure HR's impact on business success using SMART KPIs, ensuring that HR contributes effectively to the bottom line.
- Master the emotional intelligence framework required for an HR business partner to build strong, effective relationships with employees and leadership.

Conclusion

This Human Resource Management course is an essential investment for any HR professional looking to excel in a rapidly changing business environment. Whether you aim to improve your HR strategy, enhance your role as a strategic business partner, or increase your competency in training and development, this course equips you with the knowledge and tools you need to succeed. By developing strategic human resource management skills and understanding the importance of human resource development, you will be able to drive business outcomes and enhance your organization's competitive advantage.

If you're ready to unlock the full potential of your HR department and drive success, then this course is the perfect opportunity for you.

