BLACKBIRD FOR TRAINING

Strategic Human Resource Management for Business Leaders

20 – 24 June 2027
Istanbul (Turkey)



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Introduction

The Strategic Human Resource Management for Business Leaders course focuses on developing a practical understanding of how human resources can support business goals, operational performance, and organizational growth. Human resources is no longer limited to administrative tasks. It now plays a direct role in workforce planning, talent development, performance improvement, employee retention, and business continuity.

This course explains how to link human resource strategies with organizational priorities. It covers workforce needs analysis, talent management, performance management, leadership involvement, and the use of workforce data to support better decision-making.

The course is delivered over five connected days. It begins with the strategic role of human resources, then moves into workforce planning and needs analysis, followed by talent management and performance improvement. The final part focuses on measuring the impact of human resource initiatives and building practical improvement plans.

Course Objectives

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

- Understand the core concepts of strategic human resource management.
- Link human resource goals with operational and strategic business objectives.
- Analyze current and future workforce needs.
- Identify skills and capability gaps across teams and departments.
- Develop practical plans for recruitment, development, and retention.
- Apply effective approaches to performance management and productivity improvement.
- Use performance indicators to monitor human resource outcomes.
- Support workforce decisions through data and analysis.
- Improve coordination between human resources and operational departments.
- Build a work environment that supports performance and workforce stability.
- Manage workforce challenges during organizational change.
- Prepare practical action plans to improve workforce readiness.



Course Outlines

Day 1: Strategic Role of Human Resources in Business.

- Concept of strategic human resource management.
- Development of the human resource role within modern organizations.
- Relationship between human resources and organizational goals.
- Leadership role in supporting human resource strategies.
- Key challenges affecting workforce management.
- Linking human resources with performance, productivity, and business outcomes.

Day 2: Workforce Planning and Needs Analysis.

- Analyzing workforce structure within the organization.
- Assessing current skills and capabilities.
- Identifying future workforce requirements.
- Analyzing skills and capability gaps.
- Identifying critical roles within the organization.
- Practical application on preparing a workforce analysis.

Day 3: Talent Management and Career Development.

- Concept of talent management and its role in organizational stability.
- Identifying high-impact skills and capabilities.
- Preparing career development and qualification plans.
- Linking training with business and performance needs.
- Planning succession for key roles.
- Practical application of preparing a talent development plan.

Day 4: Performance Management and Team Efficiency.

- Linking performance management with organizational goals.
- Preparing measurable performance indicators.
- Monitoring performance and providing feedback.
- Addressing weak performance within teams.
- Improving communication and coordination between departments.
- Practical application on analyzing team performance.



Day 5: Measuring Human Resource Impact and Continuous Improvement.

- Measuring the impact of human resource initiatives on organizational performance.
- Using human resource indicators to support decision-making.
- Reviewing and updating workforce plans.
- Managing workforce risks and organizational changes.
- Developing continuous improvement plans in human resources.
- Integrated application linking human resources with business results.

Why Attend this Course: Wins & Losses!

- Improve understanding of the relationship between human resources and organizational performance.
- Strengthen the ability to plan workforce needs effectively.
- Support talent and capability development within the organization.
- Improve the quality of recruitment and development decisions.
- Enhance performance management and result follow-up.
- Strengthen coordination between departments and human resources.
- Support business continuity through workforce planning.
- Improve the ability to manage organizational change.
- Use clear indicators to measure performance.
- Develop practical plans that can be implemented and monitored.
- Improve the use of available skills and capabilities.
- Support a more stable and productive work environment.

Conclusion.

The Strategic Human Resource Management for Business Leaders course provides a practical framework for developing human resource management and connecting it with operational and strategic goals. The course covers the main stages of workforce management, starting with the strategic role of human resources, then moving into needs analysis, talent development, performance management, measurement, and continuous improvement.

The program follows a connected sequence that helps participants understand the relationship between people management and business results. It also explains how data, analysis, and performance indicators can support workforce decisions and improve the readiness of teams and departments.

By the end of the course, participants will have a practical understanding of how to develop human resource strategies that support organizational performance, improve workforce stability, strengthen team efficiency, and help the organization manage operational and organizational challenges in a more structured and effective way.

