BLACKBIRD FOR TRAINING

Strategic Human Resource Business Partner
sHRBP

5 – 9 July 2027
Casablanca (Morocco)



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Introduction

Human Resources has become a direct driver of business performance, organizational stability, and long-term growth. Its role is no longer limited to administrative procedures or employee-related operations. Modern HR is expected to support decisions, analyze workforce challenges, develop capabilities, and align people priorities with business objectives.

This course develops the role of the Strategic Human Resource Business Partner from a practical business perspective. It focuses on connecting organizational needs with the workforce capabilities required to deliver measurable results. Participants will explore how HR can contribute to performance improvement, leadership support, change management, talent development, and stronger workplace effectiveness.

The course covers business alignment, workforce planning, talent acquisition, employee engagement, performance support, HR analytics, stakeholder management, and ethical decision-making. It also emphasizes practical tools that help HR professionals provide clear recommendations, influence leaders, and design initiatives that create real organizational value.

Course Objectives

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

- Understand the modern role of the Strategic Human Resource Business Partner.
- Align HR priorities with organizational goals.
- Analyze business needs and translate them into workforce plans.
- Build effective workforce planning and talent strategies.
- Improve talent acquisition and onboarding practices.
- Support performance management and employee development.
- Use HR data and indicators to guide decisions.
- Strengthen employee engagement across the employee lifecycle.
- Advise leaders on people-related challenges.
- Support organizational change with practical HR solutions.
- Build stronger partnerships with internal stakeholders.
- Measure the contribution of HR initiatives to business results.



Course Outlines

Day 1: Business Direction and HR Contribution to Decision-Making

- Understanding how organizational direction shapes HR priorities.
- Reading business goals and translating them into people requirements.
- Analyzing internal and external factors affecting workforce decisions.
- Building business awareness for HR professionals.
- Connecting organizational purpose with workforce capability.
- Comparing different business approaches and their HR implications.
- Monitoring execution and assessing the impact of HR decisions.
- Practical case discussion on aligning HR with business needs.

Day 2: Building HR as a Strategic Internal Partner

- Redefining HR as a performance-focused business function.
- Strengthening collaboration with leaders and internal stakeholders.
- Designing HR service models that support business priorities.
- Understanding the structure and effectiveness of the HR function.
- Improving the quality and responsiveness of HR services.
- Demonstrating HR value through outcomes, not activities.
- Enhancing HR team capability and internal credibility.
- Reviewing common barriers that limit HR influence.

Day 3: Talent Acquisition and Workforce Capability Building

- Identifying current and future staffing needs.
- Analyzing roles and defining capability requirements.
- Building job profiles linked to business outcomes.
- Developing sourcing approaches for critical talent.
- Designing structured screening and selection methods.
- Improving the candidate and new employee experience.
- Creating effective onboarding and integration plans.
- Addressing retention risks from the hiring stage.

Day 4: Workforce Planning and Employee Engagement

- Assessing workforce capacity against business priorities.
- Identifying skill gaps and future capability needs.
- Designing practical workforce planning actions.
- Understanding the factors that influence employee commitment.
- Measuring engagement through clear and reliable indicators.
- Managing the employee journey from hiring to separation.
- Supporting managers in improving team performance.
- Sustaining improvement through continuous tracking and action.



Day 5: Leadership Influence, Ethics, and Organizational Navigation

- Understanding leadership approaches in complex workplaces.
- Applying people management techniques in sensitive situations.
- Influencing colleagues and leaders without relying on authority.
- Working within policies while still delivering practical solutions.
- Supporting decision-making through facts, judgment, and balance.
- Handling ethical challenges in HR and business practice.
- Promoting responsible conduct and accountability.
- Developing a final action plan for applying the sHRBP role.

Why Attend This Course: Wins & Losses!

- Build a stronger understanding of the strategic HR partner role.
- Improve your ability to connect HR work with business results.
- Strengthen workforce planning and talent decision-making.
- Develop more effective approaches to recruitment and onboarding.
- Enhance your ability to advise leaders with confidence.
- Use HR data more effectively in business conversations.
- Improve employee engagement and workforce stability.
- Strengthen influence, communication, and stakeholder management.
- Support organizational change with clearer HR actions.
- Build practical plans that can be applied in the workplace.

Conclusion

This course provides a practical and structured path for developing the Strategic Human Resource Business Partner role. It helps participants understand how HR can move beyond operational support and become a stronger contributor to business performance, workforce effectiveness, and organizational decision-making.

Across one week, participants will explore business alignment, HR function effectiveness, talent acquisition, workforce planning, employee engagement, leadership influence, and ethical practice. The course connects these topics in a clear sequence, allowing participants to understand how each area supports the next and how HR can create measurable value across the organization.

The program also focuses on practical application. Participants will work with tools, cases, discussions, and action planning methods that help them apply the sHRBP approach in real workplace situations. By the end of the course, they will be better prepared to support leaders, improve people-related decisions, and contribute to stronger organizational outcomes.

