BLACKBIRD FOR TRAINING

High Impact Strategic HR

15 – 19 March 2027
Casablanca (Morocco)



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Introduction

In today's fast-paced business environment, people-related issues have become central to the business agenda. However, as these issues gain prominence, there is a growing tension between the company's needs and HR's ability to deliver. HR practitioners have long called for two key shifts: "HR must be at the Executive table" and "HR must be more strategic." Yet, many HR departments continue to struggle in achieving these goals. Why is this the case? How can HR evolve to be recognized as a strategic partner within organizations?

This course dives deep into strategic HR management, addressing the challenges HR faces in becoming a true business partner and aligning its practices with organizational goals. By understanding the key concepts of strategic HR planning, HR departments can bridge the gap between transactional HR functions and transformational HR practices that drive business success.

Course Objectives

By the end of these strategic hr courses, you will:

- Understand the difference between transactional and transformational HR.
- Learn how to align HR practices with strategic HR objectives.
- Gain insights into structuring an HR department that supports strategic HR planning.
- Understand how to transform HR into a strategic partner by aligning HR efforts with organizational strategies.
- Gain skills in developing HR strategic management processes to meet business objectives.
- Explore the importance of HR strategic planning and how to effectively implement it within your organization.
- Understand the role of HR in strategic management and how HR can drive strategic business outcomes.

Course Outlines

Day 1: Introduction to Strategic HR Management

- The Difference Between Transformational and Transactional HR
  - Explore the HR strategic planning process and why it's essential for HR to move beyond transactional functions.
  - Understand how strategic HR contributes to business performance
  - Compare strategic HR and traditional HR roles in driving organizational success
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How to define the primary purpose of strategic HR management and its connection to business goals.

Day 2: Structuring the HR Department for Strategic Success

- Building a Strategic HR Department
  - Learn about different HR department models, including specialist HR departments and generalist HR departments.
  - Understand Dave Ulrich's model for structuring HR departments and how it aligns HR with business strategy.
  - How to transform the HR department from being seen as a support function to becoming a key player in strategic management.

Day 3: Building HR Credibility through Competence and Experience

- Educated, Experienced, and Trained HR Practitioners
  - The importance of building credible HR practitioners who can influence and drive strategic HR management.
  - The role of HR practitioners in a transformational HR department and the skills needed for success.
  - Insights from Jim Canterucci on change leadership and the critical role HR plays in change management.

Day 4: Providing Value for HR Services

- Aligning HR Services with Business Goals
  - How HR can prove its value by assisting line managers in achieving business objectives.
  - Explore the benefits of strategic HR planning and its impact on business performance.
  - Discussion on whether metrics are essential for measuring HR's strategic impact on business outcomes.

Day 5: Application Workshop for Organizational Success

- Implementing Strategic HR Practices
  - Apply the concepts learned throughout the course to create a strategic HR plan for your organization.
  - Develop practical strategies for aligning HR with organizational goals to achieve business success.



Why Attend This Course: Wins & Losses!

- Gain a thorough understanding of strategic HR management and its role in aligning HR practices with organizational objectives.
- Learn how to transform your HR department from a transactional to a transformational HR function.
- Develop the HR strategic planning skills necessary to become a strategic partner in business decision-making.
- Receive actionable strategies and tools to create a more effective HR department that drives business growth.
- Enhance your HR career by acquiring expertise in HR strategic management, leadership, and change management.

Conclusion

This course is a critical step for any HR professional seeking to transition from traditional HR functions to a more strategic HR role. By understanding the key principles of strategic HR management, HR professionals can significantly contribute to organizational success and become true strategic partners. You will leave this course equipped with the knowledge and tools to lead HR transformation in your organization, driving value through effective HR strategic planning and management.

Don’t miss the opportunity to enhance your HR capabilities and elevate your career by mastering strategic HR. Join us today and take the first step towards becoming a more impactful HR leader!

