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Talent Management Strategies that Drive Performance (TMSTDP) – CIPD Certification

21 June – 2 July 2027
Casablanca (Morocco)



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Introduction

In today's competitive business environment, talent management is at the heart of building a resilient, high-performing organization. This comprehensive course—Talent Management Strategies that Drive Performance TMSTDP - CIPD Certification—equips HR professionals, L&D leaders, and senior managers with the strategic tools and insights to attract, develop, engage, and retain top talent.

Grounded in CIPD frameworks and global best practices, this course empowers participants to align talent management strategies with business objectives, enhance employee engagement, and build a sustainable, performance-driven culture that drives organizational success.

Course Objectives

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

- Understand the talent management lifecycle and its key components.
- Develop strategic talent initiatives that align with organizational goals and drive performance.
- Design performance-based development and succession planning strategies.
- Foster employee engagement and strengthen organizational loyalty and commitment.
- Use talent analytics to improve decision-making, track ROI, and demonstrate impact to leadership.

Course Outlines

Day 1: Foundations of Talent Management

- Defining talent and talent management in modern organizations.
- Understanding the role of talent in driving business sustainability.
- Exploring the integrated talent management model.
- Global trends and emerging challenges in talent strategy.
- The role of HR professionals and leadership in crafting an effective talent strategy.

Day 2: Workforce Planning and Talent Forecasting

- Aligning talent planning with overall business strategy.
- Techniques for strategic workforce planning.
- Forecasting future skill needs and addressing skill gaps.
- Identifying critical roles and future capabilities.
- Using talent segmentation and prioritization to maximize impact.



Day 3: Talent Acquisition and Employer Branding

- Attracting top talent in a competitive market.
- Building a strong employer brand that stands out.
- Using recruitment marketing and social sourcing strategies.
- Creating a candidate-centered recruitment process.
- Promoting diversity, equity, and inclusion in hiring.

Day 4: Onboarding and Early Talent Engagement

- Best practices for designing impactful onboarding programs.
- Accelerating time to productivity for new hires.
- Fostering belonging and purpose from day one.
- The manager's role in early talent engagement.
- Using feedback loops during the critical first 90 days.

Day 5: Learning & Development for Talent Growth

- Identifying learning needs for high-potential employees.
- Creating personalized development plans.
- Designing learning pathways and career lattices.
- Leveraging coaching, mentoring, and leadership development.
- Building a learning culture within the organization.

Day 6: Performance Management and Goal Setting

- Moving from annual reviews to continuous feedback.
- Setting SMART goals and KPIs to drive performance.
- Aligning individual and team performance with business priorities.
- Establishing high-performance behaviors and expectations.
- Linking performance to learning and reward strategies.

Day 7: Succession Planning and Career Pathing

- Identifying future leaders and successors in the organization.
- Creating talent pools and conducting readiness assessments.
- Developing career pathing and supporting internal mobility.
- Building a robust leadership pipeline for sustainability.
- Managing retention of critical talent and mitigating flight risk.



Day 8: Employee Engagement and Retention Strategies

- Key drivers of employee engagement in high-performing teams.
- Implementing listening strategies: pulse surveys and focus groups.
- Conducting retention risk analysis to address challenges.
- Designing meaningful recognition and reward systems.
- Strengthening organizational commitment and loyalty.

Day 9: Talent Metrics and Analytics

- Key talent metrics: turnover rates, bench strength, ROI of talent initiatives.
- Using data to inform decisions and track progress.
- Leveraging dashboards and visual reporting tools.
- Implementing predictive analytics in talent management.
- Communicating insights effectively to senior leaders.

Day 10: Building a Talent Strategy That Delivers

- Integrating all elements of talent management into a cohesive strategy.
- Developing a 12-month action plan for implementation.
- Aligning HR capabilities with talent goals for measurable results.
- Reviewing case studies of successful talent strategies.
- Final recap and setting a roadmap for sustainable talent development.

Why Attend This Course: Wins & Losses!

- Acquire Strategic, Actionable Skills: Learn how to create and implement effective talent management strategies that drive real results.
- Build a High-Performance Culture: Develop approaches that link talent and business outcomes for long-term success.
- Maximize ROI: Use talent analytics to measure, communicate, and enhance the value of your talent initiatives.
- Strengthen Engagement: Create initiatives that foster employee engagement, loyalty, and organizational commitment.
- Gain Practical Experience: Through real-world case studies and hands-on exercises, you'll translate concepts into actionable plans.
- Enhance Leadership Skills: Lead HR professionals and stakeholders with confidence and strategic vision.
- Future-Proof Your Organization: Equip your team to navigate today's talent challenges and stay competitive.
- Expand Your Network: Connect with HR peers and thought leaders to exchange insights and best practices.



Conclusion

Effective talent management is crucial for driving performance and fostering sustainable success in any organization. This CIPD-certified course equips you with the tools and frameworks to attract, develop, and retain top talent in alignment with your business objectives.

You'll leave this course ready to champion a culture of continuous learning, innovation, and high performance. Start your journey today and build the foundation for a future-ready, talent-driven organization!

