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Strategic Human Resource Management Course: Optimize Your Talent Strategy

7 – 11 June 2027
Casablanca (Morocco)



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Ref: 3255004_328659 **Date:** 7 – 11 June 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

In today's fast-paced and competitive business environment, strategic human resource management is no longer optional — it's essential. The Strategic Human Resource Management Course: Optimize Your Talent Strategy is designed for executives, team leaders, and specialists across the Middle East and North Africa who want to transform their organizations through effective talent strategies.

This comprehensive course targets professionals at all levels, from early- and mid-career employees seeking to strengthen their core skills to senior and middle managers looking to enhance their strategic and leadership capabilities. Participants will gain advanced knowledge to align HR strategies with organizational goals, improve overall performance, and drive higher productivity.

Course Objectives

- Understand the core principles of strategic human resource management.
- Design and implement HR strategies that align with organizational objectives.
- Use performance analysis and skill gap assessments to inform talent decisions.
- Develop strategies for attracting, retaining, and developing top talent.
- Apply global best practices in performance management and career development.
- Enhance decision-making through data-driven HR analytics.
- Lead organizational change and motivate teams during transformation.
- Build a culture that supports innovation, learning, and continuous improvement.

Course Outlines

Day 1: Strategic Foundations of HR Management

- Introduction to strategic HR management and its impact on organizational success.
- Crafting HR vision, mission, and strategic objectives.
- Internal and external environmental analysis affecting HR strategy.
- Linking business strategy with HR strategy.
- Review of real-world case studies.



Day 2: Talent Acquisition and Development

- Developing talent acquisition plans aligned with organizational needs.
- Building an employer brand to attract high-caliber talent.
- Designing onboarding and training programs.
- Using skill gap analysis for career path planning.
- Practical discussions and exercises.

Day 3: Performance Management and Motivation

- Designing performance appraisal systems tied to strategic goals.
- Creating incentive and reward programs based on performance.
- Addressing underperformance and delivering constructive feedback.
- Building a high-performance work culture.
- Workshops on developing performance improvement plans.

Day 4: Change Management and Organizational Culture

- Leading organizational change and overcoming resistance.
- Building a culture of innovation and continuous improvement.
- Strategies for employee engagement and loyalty.
- Designing and implementing change initiatives.
- Practical leadership exercises on change management.

Day 5: Data-Driven HR Strategy

- Using HR analytics for strategic decision-making.
- Monitoring HR key performance indicators KPIs.
- Developing HR dashboards to support data-driven insights.
- Case studies from leading global organizations.
- Creating actionable plans for application within your organization.

Why Attend this Course: Wins & Losses!

- Gain deep expertise in Strategic Human Resource Management Course: Optimize Your Talent Strategy.
- Strengthen practical skills in designing and executing talent strategies.
- Improve organizational ability to attract and retain top talent.
- Enhance organizational flexibility and adaptability in dynamic markets.
- Increase employee satisfaction and reduce turnover rates.
- Support strategic decision-making with precise data and analytics.
- Earn a professional certificate to boost your career profile.
- Build a strong network with HR leaders and peers in the region.



Conclusion

The Strategic Human Resource Management Course: Optimize Your Talent Strategy is a game-changer for any organization aiming to achieve excellence in talent management. This course blends theoretical knowledge with practical application, empowering participants to design and implement advanced HR strategies that boost organizational performance and sustain success.

By the end of this course, you will have the tools to build a fully integrated talent strategy, motivate your workforce, and support executive decision-making through robust data insights. If you are ready to elevate your professional capabilities and make a tangible impact on your organization, this course is your gateway to becoming a true strategic HR leader.

