

# € TRAINING

The HR Management MBA



2 - 13 September 2024  
Casablanca (Morocco)  
New Hotel



# The HR Management MBA

REF: H239 DATE: 2 - 13 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

New business requirements, innovations, and new International HR models make it essential for HR to be in strategic harmony with the business. No longer a burdensome cost, HR has a new role to play. The new structure for future HR departments will mean a massive rethink of how HR contributes to the business and how its value is measured.

This innovative and dynamic new program will cover all the latest thinking and the new models for Strategic HR.

In today's world, HR managers are faced with increasingly complex responsibilities. To meet this challenge they must be continually sharpening their management skills. This new program will focus on the management and leadership skills necessary for success in today's fast-changing business environment.

## Course Objectives:

At the end of this course the participants will be able to:

- Manage and motivate people more effectively
- Create and harness the power of high-performance teams
- Understand and effectively utilize strategic planning techniques
- Negotiate for positive results
- Utilize the Baldrige performance criteria as a standard of excellence and benchmark for your organization
- Get right up to date with international HR and current thinking
- Have a unique opportunity to sample many new HR measurement tools
- Develop their skills in the area of negotiating
- Analyze the Baldrige award criteria for excellence
- Examine the application of management best practices
- See the new HR framework and understand the structural changes needed
- Use the new HR maturity model to measure the existing position and develop strategies for the future
- Create added value - beyond key indicators

## Targeted Audience:

- Head of Departments
- Managers, Supervisors, and Team Leaders
- HR Managers
- HR Professionals who want to extend their knowledge
- Employees who are being prepared to be promoted to a managerial role

## Course Outlines:

### Unit 1: People Management:

- The importance of sociotechnical management
- Techniques for effective communication
- Motivating for results

- Enhancing your coaching skills
- Empowering employees for improved performance
- Characteristics of a successful manager

## Unit 2: Leading Teams:

- Obtaining the benefits of teamwork
- Characteristics of ineffective teams
- Characteristics of effective teams
- Managing conflict in a productive manner
- Understanding team member styles
- Creating a virtual team

## Unit 3: Strategic Planning:

- Analyzing the strategic planning process
- Achieving competitive advantage
- Utilizing dynamic SWOT analysis
- Focusing on vision and mission
- The importance of contingency planning
- Examples of strategic success and failure

## Unit 4: Negotiating for Results:

- Gaining insight into the negotiating process
- Characteristics of an effective negotiator
- Developing negotiating strategies
- Employing persuasive negotiation techniques
- Achieving the benefits of effective negotiating
- Negotiation exercises

## Unit 5: Operational Excellence:

- The Malcolm Baldrige quality award-standard of excellence
- Lessons from the best-performing companies
- Benchmarking your operation against the best
- Creating employee commitment
- Managing continuous improvement
- Creating the high performance organization

## Unit 6: The Changing Expectations of Human Resources:

- Global Change
- Impact of technology on future businesses
- Need to change organizational structures
- How changing internal and external customer needs will affect all current HR concepts
- Where are you now? The HR change model

## Unit 7: How Strategy Works - The Model and The Implementation:

- The four strategic models - how they work

- Strategic models for use within the organization, incorporating the LAND model
- Creativity and innovation - their role in strategic thinking

#### Unit 8: Translating Strategy Into Action and Use of Corporate Culture:

- How strategy is translated into business plans
- Use of the 6 S model to produce plans that can be measured
- Creating HR quality plans - how to do it
- Delivering measurable business benefits
- No plan - no results

#### Unit 9: Significant Changes in How International HR Will Function in The Future:

- Process re-engineering HR activities
- The three-tier model for HR - benefits to the business
- Managing and valuing Human Capital
- Developing and measuring Competency and Performance
- Use of Corporate culture - how to design a corporate culture template
- The changing function of recruitment

#### Unit 10: Significant HR Actions That Can Help Improve The Efficiency of The Organization:

- Understanding rightsizing the organization - an ongoing process
- How pay and conditions can dramatically improve productivity - at no extra cost to the organization
- A new look at performance appraisal - ensuring year on year improvements in competency and performance
- How a new motivation model [MMM] can change measurable results
- Corporate communications - a new role for HR?
- Managing trends: knowledge management, home working, predictive forecasting