


# € TRAINING

The Advanced Strategies for Human  
Resource Management



4 - 8 November 2024  
Casablanca (Morocco)  
New Hotel



# The Advanced Strategies for Human Resource Management

REF: ST1544 DATE: 4 - 8 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Advanced Strategic HR Management training course focuses on human resource strategy, its integration with corporate planning, and the growth of human resource policies. Human resource management HRM is concerned with the personnel policies and supervisory practices and systems that manipulate the workforce. In broader terms, all decisions that affect the workforce of the organization are covered under this function. This course gives you knowledge of this function to better adapt and apply to your organization.

## Course Objectives:

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

- Understand the concepts and definitions of Human Resources Management.
- Develop a training strategy to fulfill organizational needs.
- Develop staff selection processes and performance appraisal systems.
- Appreciate the benefits of career management and creating personal development plans.
- Focus on what managers, employees, and organizations need to succeed using your performance management process as a tool to engineer success for everybody.
- Comprehend how learning processes integrate with corporate performance.
- Learn the Training Needs Analysis methodology and economic training delivery.
- Sharpen communication and inter-personal skills for training.
- Deliver training demands and evaluate the benefits effectively.
- Understand how unwanted behaviors can cause conflict in the workplace.
- Generate higher employee performance using financial and non-financial incentives.

## Targeted Audience:

- Head of Departments
- Managers
- HR Managers
- HR Professionals
- Project Planning

## Course Outlines:

### Unit 1:

#### Strategic Human Resource Planning:

- How HR can be more strategic in an organization.
- Different strategic tools and their application.

#### Building Ethical Organizations:

- How to create a transparent and ethical culture.
- The impact of external and internal factors on change.

- Coaching and mentoring
- High performers

## Unit 2:

### Effective Recruitment:

- Understand the organization's strengths and weaknesses regarding Recruitment and Selection and external elements that affect effective recruitment.
- Understand the impact of a best practice approach.
- Avoid common management pitfalls.
- Plan effectively prior to the interview and Work within the legal framework.
- Attract the right candidates using best practice techniques.
- Plan the interview process to ensure efficiency and effectiveness.
- Outline the importance of your communication skills.
- Develop your own questioning techniques.
- Structure of the interview, including delivering meaningful feedback.
- The use of Psychometric Assessment.

## Unit 3:

### Improving Motivation and Job Satisfaction:

- Maximizing your human capital.
- Job description writing

### Effective Appraisal:

- Performance appraisal objectives.
- Alternative appraisal methodologies.
- Effective and ineffective appraisals.

### Assertiveness Skills:

- Understanding the various models.
- Benchmarking

## Unit 4:

### Effective Communication Skills:

- Essential Listening and questioning techniques.
- Maximizing good use of Body Language to positively influence.

### Diversity Issues for HR Professionals:

- Influencing cultural differences and global business relationships.
- High performers
- Managing under-performers

## Unit 5:

### Identification and Analysis of Training Needs:

- Training and development strategy.
- Analysis of training needs.
- Cost-effective training delivery.
- Skills transfer to the workplace.
- Succession planning