

# € TRAINING

Strategic Change Management for HR  
Professionals



2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Change Management for HR Professionals

REF: ST27 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This program is designed to highlight key areas of strategic change that are essential for any world-class HR Department to be successful. It focuses on HR activities and will show you innovations and the latest approaches to maximize the efficiency and effectiveness of your HR function. Upgrade your skills, knowledge, and ability with this new international program.

## Conference Objectives:

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

- Prioritize HR activities and identify what produces value.
- Take action to maximize manpower.
- Have a compiled and action plan that will produce significant organizational savings.
- Master the new HR strategic model.
- Master how to do predictive forecasting.
- Reduce the cost and significantly improve the efficiency of succession planning.
- Master business process reengineering and be able to apply the techniques both in HR and in other areas of the business.
- Explain to others the 10 key areas where Human resource can be significantly improved.

## Targeted Audience:

- Top Management
- HR Management
- HR Staff
- Managers & Head Of Departments
- Persons who want to get new skills and knowledge to improve their career

## Course Outlines:

### Unit 1: HR as the Strategic Partner:

- The New Strategic process for HR
- The 10 input checklist for Strategic HR
- The role of creativity in HR strategy
- How to translate Strategy into action - the value of Strategic Action Plans
- HR's role in Matrix management and measuring results
- Review "Can the human resource be improved at no extra cost?". Ten areas where a real difference can be made

### Unit 2: Making HR Effective - 10 Decisive Actions to Make a Difference:

- The new shape of HR

- The internal structure needed for tomorrow's successful HR departments
- Does added value apply to HR?
- Manpower Planning - use of Manpower Projective Techniques
- Maximizing organizational structures to enhance productivity - how downsizing and right-sizing work
- Understanding the new ratios for supervisors and managers

### Unit 3: New Look at Advances in Recruitment, Training, and Techniques to Maximise Human Performance:

- Recruitment - The new approach to recruitment processes
- How testing and profiling can make a real efficiency difference
- How to improve the questioning process using the latest in behavioral techniques
- Tips and techniques used by interviewing professionals
- Professional interviewing in practice
- Training - The new training efficiency model
- Techniques to determine which training provides value to the organization
- How to evaluate training
- Valuing and costing training and the use of a prioritizing system to get outstanding value from the training budget specialist handout
- Maximizing efficiency through pay and rewards
- Concepts of value using the new talent model
- Two major improvements in efficiency - the use of differentiation and bonus schemes

### Unit 4: New Performance and Value Approaches to Performance, Competence, Appraisal, and Succession Planning:

- Understanding Performance - Setting organizational performance standards
- Need for predictive forecasting
- Paying for performance
- Understanding how competencies are structured and how to realistically measure them
- Performance appraisal - understanding the cost of appraisal and how to improve it
- Techniques to improve appraisal techniques and to maximize the value of training
- New approach - new results
- Software needed
- 5 Succession Plans - what is the organization's value of PDPs?
- The three approaches to targeted succession planning

### Unit 5: Business Process Re-Engineering and How to Measure the Return On Investment on HR Activities:

- BPR - Understand the immense value Business Process Re-engineering offers
- What is BPR?
- IBM and Levis Case Study
- How to do BPR?
- Creating and Measuring value from HR
- Practical examples
- The HR ROI formula