

# € TRAINING

Certified Talent Management Manager  
Professional



18 - 22 November 2024  
Casablanca (Morocco)  
New Hotel



# Certified Talent Management Manager Professional

REF: M2480 DATE: 18 - 22 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This program is a comprehensive certification designed for HR professionals and managers seeking expertise in talent management. It covers key aspects such as talent acquisition, development, retention, and succession planning, equipping participants with advanced strategies and skills to effectively manage organizational talent. Through a blend of theoretical knowledge and practical applications, CTMMP empowers participants to drive organizational growth and success through strategic talent management practices.

## Program Objectives:

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

- Gain a comprehensive understanding of talent management concepts, theories, and best practices.
- Develop skills in talent acquisition, development, retention, and succession planning.
- Learn effective strategies for building and managing high-performing teams.
- Explore the role of diversity, equity, and inclusion in talent management.
- Understand the latest trends and technologies shaping the future of talent management.
- Apply theoretical knowledge to real-world talent management scenarios through case studies and simulations.
- Enhance leadership and communication skills necessary for effective talent management.

## Targeted Audience:

- HR professionals.
- Talent acquisition specialists.
- Organizational development managers.
- Senior leaders.
- Aspiring talent management professionals.

## Program Outlines:

Unit1:

## Introduction to Talent Management:

- Overview of talent management concepts and its importance in organizational success.
- Understanding the talent lifecycle: acquisition, development, retention, and succession planning.
- Exploring the role of talent management in achieving strategic objectives.
- Case studies and discussions on successful talent management strategies.

## Unit 2:

### Talent Acquisition and Recruitment Strategies:

- Techniques for sourcing and attracting top talent.
- Effective recruitment strategies and best practices.
- Diversity and inclusion in recruitment processes.
- Utilizing technology and data analytics in talent acquisition.

## Unit 3:

### Talent Development and Performance Management:

- Strategies for identifying and nurturing talent within organizations.
- Performance management techniques for maximizing employee potential.
- Developing training and development programs aligned with organizational goals.
- Providing constructive feedback and coaching for employee growth.
- Role-playing exercises for conducting performance reviews.

## Unit 4:

### Talent Retention and Succession Planning:

- Understanding employee engagement and its impact on retention.
- Implementing retention strategies to reduce turnover.
- Succession planning: Identifying and developing future leaders.
- Creating a talent pipeline for organizational sustainability.
- Case studies on successful talent retention and succession planning initiatives.

## Unit 5:

### Future Trends in Talent Management:

- Emerging trends and technologies in talent management.
- The role of artificial intelligence and machine learning in HR and talent management.
- Adapting talent management strategies to remote and hybrid work environments.
- Ethical considerations in talent management.
- Developing a personal action plan for continuous learning and growth in talent management.