

Strategic HR Management: Driving Organizational Success

Human Resource
Casablanca (Morocco)
13 - 17 Oct 2025

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Strategic HR Management: Driving Organizational Success

Ref: 3019_134130 **Date:** 13 - 17 Oct 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

Course Description

This comprehensive 5-day course equips HR professionals with the strategic skills to drive organizational success. Participants will learn to align HR practices with business goals, develop talent strategies, and create a high-performance culture. The course covers key areas of strategic HR management, including workforce planning, performance management, and organizational development.

Learning Objectives

- Align HR strategies with organizational goals and objectives
- Develop and implement effective talent management strategies
- Design performance management systems that drive organizational success
- Create a culture of continuous learning and development
- Utilize HR analytics to make data-driven decisions

Course Modules

Day 1: Strategic HR Management Foundations

- Evolution of HR management
- Aligning HR with business strategy
- HR's role in creating competitive advantage
- Strategic workforce planning

Day 2: Talent Acquisition and Management

- Strategic recruitment and selection
- Employer branding and value proposition
- Onboarding for organizational success
- Succession planning and talent pipelines

Day 3: Performance Management and Compensation

- Designing effective performance management systems
- Goal setting and performance metrics
- Strategic compensation and rewards
- Pay for performance strategies

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

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Day 4: Learning and Development

- Creating a learning organization
- Competency-based development programs
- Leadership development strategies
- Measuring the impact of L&D initiatives

Day 5: HR Analytics and Future Trends

- HR metrics and analytics
- Predictive workforce analytics
- Emerging trends in strategic HR management
- Digital transformation in HR

Practical Wins for Participants

- Develop a strategic HR plan aligned with organizational goals
- Design a talent management strategy to attract and retain top performers
- Create a performance management system that drives business results
- Implement an HR analytics framework for data-driven decision-making

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