Strategic HR Management: Driving Organizational Success

24 – 28 May 2027
Vienna (Austria)



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Why This Course

In a business landscape defined by constant change, innovation, and competition, Human Resources must evolve from an administrative function to a strategic partner driving organizational success. Strategic HR leaders align people strategies with business objectives, foster a high-performance culture, and enable organizations to adapt and thrive in dynamic environments.

The Strategic Human Resource Management program is an intensive 1-week course designed to equip HR professionals and business leaders with the knowledge, tools, and frameworks to align HR practices with corporate strategy. Participants will learn to lead talent management initiatives, optimize workforce performance, and harness HR analytics to make informed, data-driven decisions that drive organizational impact.

What You'll Learn and Practice

By joining this program, you will:

- Align HR strategies with business goals to enhance organizational performance.
- Design and implement talent management frameworks for attraction, growth, and retention.
- Build performance management and compensation systems that drive accountability.
- Create learning and development strategies that support capability building.
- Utilize HR analytics for evidence-based decision-making and workforce optimization.

The Program Flow

Day 1: Strategic HR Management Foundations

- The evolution and strategic role of HR in modern organizations.
- Aligning HR strategies with organizational mission and objectives.
- HR's contribution to creating and sustaining competitive advantage.
- Strategic workforce planning and capability mapping.
- Workshop: Building a business-aligned HR strategy map.



Day 2: Talent Acquisition and Management

- Strategic recruitment and selection methods.
- Employer branding and crafting an employee value proposition EVP.
- Designing effective onboarding and engagement frameworks.
- Succession planning and developing internal talent pipelines.
- Exercise: Designing a talent management framework for your organization.

Day 3: Performance Management and Compensation

- Building performance management systems that align with strategic objectives.
- Setting SMART goals and measurable performance indicators.
- Designing equitable and competitive compensation structures.
- Implementing pay-for-performance and reward optimization strategies.
- Case Study: Redesigning performance and reward systems for business impact.

Day 4: Learning and Development

- Establishing a learning organization and culture of continuous improvement.
- Competency-based training and development frameworks.
- Leadership and succession development programs.
- Measuring L&D impact using Kirkpatrick and ROI models.
- Workshop: Creating a strategic learning and leadership development plan.

Day 5: HR Analytics and Future Trends

- Introduction to HR metrics, dashboards, and analytics frameworks.
- Applying predictive analytics for workforce and talent forecasting.
- Leveraging data insights for strategic HR decision-making.
- Exploring digital transformation, AI, and future trends in HR.
- Capstone Project: Developing a strategic HR plan aligned with business goals.

Individual Impact

- Strengthen strategic thinking and analytical skills in HR management.
- Gain confidence in aligning HR initiatives with organizational priorities.
- Enhance the ability to measure, communicate, and demonstrate HR's business value.
- Develop practical tools and frameworks for strategic talent leadership.

Organizational Impact

- Achieve greater alignment between business objectives and HR strategies.
- Improve talent acquisition, development, and retention outcomes.
- Build a culture of performance, learning, and accountability.
- Increase organizational agility through data-driven workforce decisions.



Training Methodology

This program blends strategic insight with practical tools and real-world application to ensure lasting results. Learning methods include:

- Case studies from high-performing organizations.
- Group projects on HR strategy and workforce analytics.
- Interactive workshops on performance and talent management.
- Templates, toolkits, and dashboards for workplace implementation.
- Expert facilitation, peer collaboration, and action planning.

Beyond the Course

Upon completion, participants will be equipped to lead HR as a strategic driver of business success. They will return ready to:

- Develop and execute strategic HR plans that align with organizational direction.
- Lead workforce planning, talent, and performance management initiatives.
- Apply HR analytics to optimize decision-making and organizational effectiveness.
- Champion a data-informed, future-focused HR function.

