



HR Strategy and Training

Certified Strategic HR Manager

Course Introduction

The Certified Strategic HR Manager course is designed to empower experienced HR professionals to transition from operational roles to strategic leadership within their organizations. In today's competitive and ever-changing business landscape, HR managers must go beyond traditional responsibilities and drive business success through effective strategic planning and decision-making. This intensive program provides participants with the knowledge and skills to align HR strategy with organizational goals, implement corporate cultural changes, and foster employee engagement for long-term success. Through interactive workshops, case studies, and expert-led discussions, participants will learn to lead strategic HR initiatives that directly impact organizational performance and key business outcomes.

Target Audience

- Human Resource Managers and Directors
- HR Professionals and Specialists
- Organizational Development Consultants
- Business Leaders and Executives
- HR Analysts
- Training and Development Managers
- Change Management Professionals
- Talent Management Specialists

Learning Objectives

At the end of the training course, participants will be able to

- Develop strategic HR thinking and decision-making capabilities.
- Understand the benefits of strategic HR management and planning.
- Define a new vision and set goals for HR in response to global changes.
- Utilize advanced HR analysis methodologies to design an effective HR plan.
- Apply strategic HR models and processes to deliver future-oriented results.
- Lead and implement corporate cultural transformation programs.
- Explore motivational models to enhance organizational engagement and performance.
- Improve existing performance appraisal systems for measurable competency development.
- Integrate knowledge management and emotional intelligence into HR practices.
- Align HR initiatives with business key performance indicators (KPIs) to create added value.

Course Outline

• 01 Day One

Strategic HR Leadership and Planning

- Introduction to Strategic HR Management
- Transitioning from operational HR to strategic leadership.
- The role of HR in achieving business objectives.
- Key trends shaping the future of HR.

Strategic Thinking in HR

- Developing a strategic mindset.
- Aligning HR strategy with business strategy.
- Identifying critical success factors for HR leadership.

HR Strategic Planning

- The strategic HR planning process.
- Creating a new HR vision and goals in the context of global changes.
- Case Study: Strategic HR planning in multinational organizations.

• 02 Day Two

HR Analysis and Methodologies

HR Analytics and Workforce Planning

Using data to drive strategic HR decisions.

- Key HR metrics and their role in strategic planning.
- Forecasting talent needs and managing workforce capabilities.
- Effective HR Analysis Methodologies

SWOT, PESTLE, and other strategic tools.

- Competency gap analysis for workforce planning.
- Case Study: Using workforce analytics to shape HR strategy.

• 03 Day Three

Strategic Models and Implementation

HR Strategic Models

- Overview of strategic HR models (e.g., Ulrich's HR Model, McKinsey 7S Framework).
- Applying models to align HR functions with business needs.
- Implementation of Strategic HR Initiatives

Creating HR initiatives that drive organizational success.

- Leading HR-driven organizational change and transformation.
- Case Study: Implementing HR strategy in a high-growth company.

Corporate Culture and Change Management

- Understanding the role of HR in cultural transformation.
- Tools for managing organizational change.

- Designing corporate programs to foster cultural change.

• 04 Day Four

Motivation, Performance Management, and Leadership

Exploring New Motivational Models

- Reinvigorating the organization through motivation and engagement strategies.
- Creating a high-performance culture through innovative rewards.

Performance Appraisal Systems

- Developing and enhancing performance appraisal systems.
- Linking performance management with strategic goals.
- Case Study: Transforming an organization's performance management system.

Emotional Intelligence and Leadership

- The role of emotional intelligence (EI) in HR leadership.
- Integrating EI into leadership development and employee engagement.

• 05 Day Five

HR's Role in Business Success and Future Trends

Knowledge Management and Future HR Trends

- Building a knowledge management system for HR.
- How AI, automation, and digital transformation will affect HR strategy.

Aligning HR with Business Key Performance Indicators (KPIs)

- Creating HR initiatives that impact business outcomes.
- Measuring and reporting on HR's contribution to business success.

HR Strategic Leadership: The Way Forward

- Positioning HR as a strategic business partner.
- The future of HR: Evolving from strategic leader to business influencer.
- Final Workshop: Developing your own strategic HR plan.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
April 28, 2025	May 2, 2025	5 days	4950.00 \$	England - London
Aug. 25, 2025	Aug. 29, 2025	5 days	4950.00 \$	England - London
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 \$	UAE - Dubai