



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Advanced Professional Certificate in Strategic Human Resource Management

Code	City	Hotel	Start	End	Price	Language - Hours
877	Marrakesh (Morocco)	Hotel Meeting Room	2025-06-01	2025-06-12	5950 €	En - 50

Course Introduction

In today's dynamic business environment, human resources must move beyond traditional administrative functions and become a strategic partner to drive organizational success. This course is designed to equip HR professionals with the advanced knowledge and tools required to develop and implement strategic HR practices, integrate HR strategy into business strategy, and effectively lead people towards achieving organizational goals.

General Objective

To develop the advanced capabilities of HR professionals to design, implement, and manage strategic human resource management frameworks aligned with organizational objectives, enhancing overall performance and sustainability.

Course Objectives

- Understand the foundations and evolution of Strategic Human Resource Management (SHRM).
- Analyze and align HR strategies with corporate and business strategies.
- Design and implement talent management and succession planning systems.
- Lead performance management and strategic reward systems.
- Manage organizational development and transformation initiatives.
- Develop and apply HR analytics and evidence-based decision-making.



- Integrate ethics, CSR, and diversity into strategic HRM.
- Manage strategic HR projects effectively.
- Lead HR digital transformation and leverage technology in HR practices.
- Evaluate and measure the strategic impact of HR on business performance.

Learning Outcomes

- Create an integrated SHRM framework.
- Design and implement strategic HR initiatives.
- Enhance organizational performance through people strategies.
- Apply advanced tools in HR analytics, change management, and leadership.
- Contribute to sustainable organizational development.

Target Audience

- HR Directors and Senior Managers
- HR Business Partners
- HR Consultants
- OD and L&D Professionals
- Talent Management Leaders
- Executives involved in people strategy
- Future HR Leaders

Course Content

Day 1: Foundations of Strategic Human Resource Management

- Introduction to SHRM
- The Evolution of HR from Operational to Strategic Partner
- HR Models and Frameworks
- Linking HR to Organizational Strategy
- Case Study: HR as a Strategic Partner



Day 2: Strategic Workforce Planning

- Workforce Analysis
- Forecasting Demand and Supply of Talent
- Strategic Workforce Planning Models
- HR`s Role in Business Strategy Execution
- Workshop: Building a Workforce Plan

Day 3: Talent Management and Succession Planning

- Talent Management Frameworks
- Succession Planning Strategies
- Talent Acquisition and Retention
- Developing High-Potential Employees
- Group Activity: Designing a Succession Plan

Day 4: Strategic Performance Management

- Principles of Performance Management
- Setting KPIs and Objectives
- Performance Appraisal Systems
- Managing Underperformance Strategically
- Simulation: Conducting a Strategic Performance Review

Day 5: Strategic Reward Management

- Strategic Compensation and Benefits
- Pay for Performance
- Total Rewards Strategy
- Aligning Rewards with Organizational Goals
- Case Study: Building a Reward Strategy



Day 6: Organizational Development (OD) and Change Management

- OD Models and Theories
- Leading Organizational Change
- Resistance to Change and How to Overcome It
- Change Management Frameworks (Kotter, ADKAR)
- Workshop: Change Readiness Assessment

Day 7: Learning & Development as a Strategic Tool

- Strategic Learning & Development Frameworks
- Identifying Learning Needs
- Measuring Learning Impact (ROI & ROE)
- Integrating L&D with Talent Management
- Group Discussion: Building a Learning Organization

Day 8: HR Governance, Ethics, and CSR

- HR Governance Framework
- HR Ethics and Compliance
- Integrating CSR into HR Strategy
- Diversity, Equity, and Inclusion (DEI)
- Workshop: Designing an Ethical HR Policy

Day 9: HR Analytics and Evidence-Based HRM

- Introduction to HR Metrics and KPIs
- Data-Driven Decision-Making
- Advanced HR Analytics Tools
- Developing HR Dashboards
- Practical Exercise: Case Study in HR Analytics



Day 10: HR Transformation and Strategic Impact

- Leading Digital Transformation in HR
- Agile HR and HR Technology
- Strategic HR Project Management
- Evaluating HR`s Strategic Impact



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.