



SCANDINAVIAN ACADEMY
For Training and Development

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Sweden - Norrköping - Timmermangatan100 | P.O.BOX : 60359



Course: Driving Performance through Talent Management

Code	City	Hotel	Start	End	Price	Language - Hours
215	Casablanca (Morocco)	Hotel Meeting Room	2025-03-16	2025-03-20	3450 €	En - 25

Program Objectives:

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

- Identify the building blocks of talent management.
- Set up a talent management system.
- Define the linkages between organization excellence and effective people management
- Identify, keep, develop and promote the best people.
- Coach, train and develop superkeepers.
- Integrate compensation with talent management so that they can retain their top people.
- Realize the role of IT in supporting a talent management system.

This Program is designed for:

Executives involved in the War for Talents and this includes senior and middle line managers, HR executives, training managers as well as all those involved in designing and setting up talent management systems that will allow the organization to create organizational excellence and continuously improve its bottom line. This program is worth 25 NASBA CPEs.

Program Outline:



A World of Poachers

- The Battle for Talent
- The War for Talent
- The Triumph of the HR Department

Proactive Talent Management

- The Six HR Conditions for Organizational Success
- What is Proactive Talent Management (PTM)?
- How Proactive Talent Management Fuels Organizational Excellence
- Creating a PTM System - Four Steps

The Foundations of a Proactive Talent Management System

- Competencies
- Performance Management
- Performance Appraisal and Potential Forecast

The Forces Influencing Talent Management

- High Performance Management Practices
- Workforce Value Proposition
- Demographics
- The Changing Role of the HR Professional
- Institutional Changes for Dealing with Talent

Management Issues

- The Top Twenty Companies for Building Leaders: How Do They Do It?

Talent Planning

- Identifying High Potentials
- Key Positions and Key People
- Common Factors among High Potentials
- The Performance Potential Grid
- Qualities of Processes Needed to Spot, Develop and Retain Excellence
- Integrating Coaching, Training and Development with Talent Management
- Optimizing Investment in People

Using Compensation to Implement a Talent Management Plan

- Integrating Compensation with Talent Management
- Compensating Superkeepers
- Linking Competencies to Performance and Pay
- Using Long-Term Incentives to Retain Top Talent

Summary and Wrap Up

- Laying the Ground for a Talent Management System - The Design Phase
- Handing Over the Reins - The Implementation Phase
- The Critical Success Factors



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The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.