



**SCANDINAVIAN ACADEMY**  
For Training and Development

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location : Ståhögavägen 38, 602 23 Norrköping, Sweden | P.O.BOX : 60359



# Course: Driving Performance through Talent Management

Code	City	Hotel	Start	End	Price	Language - Hours
HT-215	Casablanca (Morocco)	Hotel Meeting Room	2027-03-14	2027-03-18	3950 €	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 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 will receive comprehensive training materials, including theoretical content, practical exercises, and supporting resources, provided in both printed and digital formats. 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 Coffee Break provided during the sessions to ensure participants comfort.