



SCANDINAVIAN ACADEMY
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Course: Talent & Succession Management Masterclass

| Code | City | hotel | Start | End | price | Hours |
|------|------------------------|--------------------|------------|------------|--------|-------|
| 222 | Marrakesh (Morocco) | Hotel Meeting Room | 2025-06-15 | 2025-06-19 | 3450 € | 25 |

PRE-REQUISITE

Delegates attending should bring with them their current organisation`s Vision and Mission statements.

PROGRAMME OBJECTIVES

- Build the business case for talent management to be part of the company's strategic policy
- Understand and be able to explain the value of a differentiation strategy
- Use two models to aid in creating the right organisational framework to enable talent to thrive
- Be able to demonstrate pay and remuneration processes that really work to create high performance
- Use four techniques that will turn advertising and recruitment into a magnet for talent
- Use the "stickers, movers and leavers model" to direct organisational shape for talent
- Know and be able to take action on the principle reason for talent leaving the organisation
- Focus training and development on running programmes that make a difference
- Apply any of the three new approaches to succession planning to improve efficiency
- Know and be able to explain what to do with non performers



TRAINING METHODOLOGY

This interactive programme will use a variety of current case studies and DVD's to explain key learning principles. There will also be group work to enable learning takes place in a relaxed and friendly environment.

Each delegate will get an A3 coloured talent pipeline process map.

PROGRAMME SUMMARY

This masterclass will cover the full range of talent management from strategic design, through recruitment, development and succession planning. There will be ample opportunities for you to ask - and have your questions answered from our senior instructor who has a wide range of international experience in this area.

PROGRAMME OUTLINE

DAY 1 - The strategic decisions needed for talent management

- Introductions and masterclass objectives
- The business case for talent management
- The strategic focus needed to create the environment for talent management
- The new (2008) talent pipeline model
- Does the current Vision and mission statement attract winners or losers? Team exercise
- Getting the balance right - stickers, talent development and leavers
- The talent cycle from strategy to organisational improvement
- Review of Day 1

DAY 2 - The key mechanisms to make talent thrive



- Systems needed - Pay, rewards and bonus systems - Sysco case study and DVD
- Key features that attract talent, more than money
- The need to start at the top - top down approach
- Finding internal talent pools
- Differentiation - an essential element. The 70-20-10 principal explained
- Structure for maximum efficiency
- Pay and rewards for talent, average and poor performers
- Review of Day 2

DAY 3 - What do talent powerhouses look like?

- Leadership not management gets the best from talent
- DVD Johnsonville foods - by Tom Peters. Group discussion
- What company has been voted America's most popular place to work five years in succession? DVD and case study (and it's not Google)
- An examination of what Google does different - case study
- So what about more average companies - group work and case study (Toshiba and Range Rover)
- Review of Day 3

DAY 4 - The practice of getting, developing and benefiting from our talent management process

- Advertising techniques to attract the best
- Appropriate screening processes - testing - personality profiling, assessment centres and how the traditional interview needs to change its focus. This session will be reinforced with practical examples of what to look for and the tools needed
- Techniques for talent management training and development - use of learning agreements
- The key reason for losing talent - DVD and case studies
- Review of Day 4



DAY 5 - Succession Planning - 3 new approaches

- First approach - the talent pool method - case study
- Second approach - the individual selection approach
- Third method - external recruitment and head hunting
- Review of Day 5



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.