



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Mastering Human Resource Management

Code	City	hotel	Start	End	price	Hours
595	Marrakesh (Morocco)	Hotel Meeting Room	2024-09-29	2024-10-03	3450 €	25

INTRODUCTION

New business requirements, new innovations and new International HR models make it essential for HR to be in strategic harmony with the business. No longer a burdensome cost: HR has a new role to play, the new structure for future HR departments will mean a massive re think of how HR contributes to the business and how its value is measured.

This innovative dynamic conference will cover all the latest thinking and the new models for International HR.

Those attending this conference will:

- Get right up to date with international HR and current thinking
- Have a unique opportunity to sample a number of new HR measurement tools
- Master HR strategic thinking using an A-Z approach
- Be able to improve organizational by adopting a new approach to performance appraisal

CONFERENCE OBJECTIVES

- See the new three tier HR framework and understand the structural changes needed
- Use the new HR maturity model to measure existing position and develop strategies for the future
- Understand and use strategic models and implementation processes to deliver



- future based results (this includes a new complete end to end strategic model)
- Use the organizational maturity model questionnaire to plot the current position of their organization
 - Understand and be able to use a corporate culture programme to change organizational culture
 - Use the new MMM motivational model for re-energizing the organization
 - Learn how existing appraisal systems can be changed to produce measurable performance and competency results
 - Understand and be able to use creativity methods for improving HR performance
 - New approaches to Pay and benefits
 - Explore knowledge management and the role of emotional intelligence for tomorrow's organisation
 - Create added value – beyond key indicators

ORGANISATIONAL IMPACT

Organisations sending staff on this conference will have access to the latest thinking and the value added output that HR can deliver.

Organisations who are looking for efficiency, performance improvement, and getting more from what already exists will realize their expectations. Any organization wishing to see Human Resources as a value to the company will find this conference essential. Those attending will have access to three of the most innovative HR measurement tools.

PERSONAL IMPACT

Participants attending this conference, will learn the latest thinking for proactive, strategic HR functions.

In addition:

- You will find out not only what's new but also – how to do it



- You will have unique access to questionnaires that you can use in the workplace
- Your learning will be enhanced by case studies and the latest video clips
- If you are looking to improve your skills, contribute more to the organization or need to be more knowledgeable for promotion
- You will have the unique opportunity to discuss matters on a one to one with a world class guru
- The new approach to HR will enable you to take a lead in change
- You will have an additional hand out which includes all the formulas for calculating manpower planning and unit costs

COMPETENCIES EMPHASISED

- Strategic planning
- Trend analysis
- Forward planning
- Innovation and Creativity
- Human Resources Mastery
- Corporate innovation

CONFERENCE METHODOLOGY

The training will be conducted in a relaxed and supportive environment with wide use of case studies and team work, with supporting appropriate videos. Delegates will have the opportunity to complete a number of new HR survey questionnaires released in 2005.

CONFERENCE OUTLINE

The changing expectations of Human Resources

- Introductions
- Global Change



- Impact of technology on future businesses – case study
- Need to change organizational structures – Video FACE
- How changing internal and external customer needs will affect all current HR concepts – Video
- Where are you now? The HR change model – questionnaire and discussion
- Day one review

How strategy works – the model and the implementation

- The four strategic models – how they work – case studies
- Strategic models for use within the organization, incorporating the LAND model – Video and organizational tool for measurement (questionnaire)
- Creativity and innovation – their role in strategic thinking – exercises and video
- End of day review

Translating strategy into action and use of corporate culture

- How strategy is translated into business plans
- Use of the 6 S model to produce plans that can be measured
- Creating HR quality plans – how to do it – practical exercises
- Delivering measurable business benefits
- No plan – no results – case study and Video
- End of day review

Significant changes in how International HR will function in the future

- Process re-engineering HR activities – exercise and video
- The three tier model for HR – benefits to the business
- Managing and valuing Human Capital
- Developing and measuring Competency and Performance
- Use of Corporate culture – how to design a corporate culture template – practical case study and exercise
- The changing function of recruitment, psychometric testing and Personality



questionnaires

- End of day review

Significant HR actions that can help improve the efficiency of the organization

- Understanding rightsizing the organization – an ongoing process
- How pay and conditions can dramatically improve productivity – at no extra cost to the organization
- A new look at performance appraisal -ensuring year on year improvements in competency and performance
- How a new motivation model “MMM” can change measurable results
- Corporate communications – a new role for HR?
- Managing trends; knowledge management, home working, predictive forecasting
- End of programme review



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 buffet sessions for light meals during lectures.