

# € TRAINING

Advanced Practical Trends in Human  
Resource Management



2 - 6 September 2024  
Casablanca (Morocco)  
New Hotel



# Advanced Practical Trends in Human Resource Management

REF: H2374 DATE: 2 - 6 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program delves into advanced strategies and contemporary approaches in HR management, enabling professionals to stay ahead in a dynamic environment. It empowers participants to implement effective HR practices and drive organizational success.

## Program Objectives:

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

- Identify and apply advanced trends in human resource management.
- Develop strategies for modern HR practices.
- Implement effective solutions for emerging HR challenges.
- Utilize best practices for employee engagement and retention.
- Analyze and adapt to changes in the HR landscape.

## Targeted Audience:

- HR Managers.
- HR Specialists.
- HR Consultants.
- Organizational Development Professionals.
- Senior HR Executives.

## Program Outline:

### Unit 1:

#### Emerging Trends in Human Resource Management:

- Understanding current HR trends and their impact.
- Technology's role in shaping HR practices.
- Globalization and its influence on HR strategies.

- The rise of remote and flexible work arrangements.
- Data-driven decision-making in HR.

## Unit 2:

### Advanced Recruitment and Talent Acquisition:

- Strategies for attracting top talent.
- The use of AI and automation in recruitment.
- Developing a strong employer brand.
- Enhancing candidate experience.
- Best practices for talent acquisition and retention.

## Unit 3:

### Innovative Employee Engagement Practices:

- Techniques for improving employee engagement.
- Leveraging technology to enhance engagement.
- Creating a positive workplace culture.
- Measuring and analyzing engagement levels.
- Addressing disengagement and turnover.

## Unit 4:

### Modern Performance Management Systems:

- Implementing effective performance management systems.
- Setting and evaluating performance metrics.
- Utilizing continuous feedback and coaching.
- Aligning performance management with organizational goals.
- Adapting to performance management trends.

## Unit 5:

## Strategic HR Planning and Development:

- Aligning HR strategy with business objectives.
- Developing and implementing HR policies and procedures.
- Enhancing leadership and management skills.
- Fostering a culture of continuous learning and development.
- Preparing for future HR challenges and opportunities.