

€ TRAINING

Excellence in Human Resources
Management



12 - 16 May 2025
Casablanca (Morocco)



Excellence in Human Resources Management

REF: H2858 DATE: 12 - 16 May 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

Introduction:

This training program is designed to enhance the skills and knowledge of HR professionals, focusing on achieving excellence in human resource management. Through it, participants will explore advanced HR strategies, from talent acquisition and employee development to performance management and organizational leadership.

Program Objectives:

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

- Develop and implement advanced HR strategies for organizational success.
- Align HR practices with overall business objectives to drive performance.
- Create effective talent acquisition and retention strategies.
- Enhance employee engagement and leadership development within the organization.
- Build a high-performance work culture through strategic HR management.

Target Audience:

- HR Managers and Professionals.
- Talent Acquisition Specialists.
- Organizational Development Consultants.
- Senior Executives and Leaders.
- Business Owners and Entrepreneurs.

Program Outline:

Unit 1:

Strategic Human Resources Management:

- Overview of HR's role in achieving business objectives.
- Aligning HR strategy with organizational goals.
- Strategic workforce planning and talent management.

- The impact of HR on business outcomes and organizational growth.
- Best practices in developing a high-performing HR strategy.

Unit 2:

Talent Acquisition and Retention Strategies:

- Advanced techniques for attracting and selecting top talent.
- Employer branding and its role in talent acquisition.
- Retention strategies and reducing turnover.
- The role of AI and data analytics in recruitment.
- Building long-term talent pipelines for future business needs.

Unit 3:

Employee Engagement and Development:

- Enhancing employee engagement through effective HR policies.
- Techniques for designing impactful learning and development programs.
- Developing leadership skills and succession planning.
- The role of coaching and mentoring for talent growth.

Unit 4:

Performance Management and Leadership Development:

- Implementing effective performance management systems.
- Creating a culture of continuous feedback and improvement.
- How to create leadership development programs and foster future leaders.
- Performance metrics and tools for evaluating employee contributions.
- Aligning leadership development with business strategy.

Unit 5:

Building a High-Performance Work Culture:



- Developing a culture that promotes accountability and results.
- Enhancing organizational communication and collaboration.
- Creating a positive work environment that drives innovation.
- How to manage organizational change and workforce transformation.