MERCURY

Strategic Human Resources & Management Training

20 – 24 September 2027
Madrid (Spain)



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Ref: 121470_1034013 **Date:** 20 – 24 September 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction

This Strategic Human Resources & Management Training course builds a strong understanding of how human resources align with long-term organizational strategy. It explores the role of HR as a strategic partner in achieving business goals and driving sustainable growth. Participants will gain insight into modern human resource management practices that go beyond administrative functions. The course emphasizes integrating workforce planning, talent management, and organizational development within a strategic framework. It also highlights how data-driven HR decisions improve performance outcomes and employee engagement. Learners will understand how strategic HR contributes to competitive advantage in dynamic business environments.

Targeted Groups

This Strategic Human Resources & Management training targets professionals seeking knowledge and skills:

- HR managers are aiming to strengthen strategic workforce planning capabilities.
- Talent acquisition specialists are involved in recruitment strategy and organizational growth planning.
- Line managers are responsible for performance management and employee development.
- Business leaders are seeking to align HR strategy with corporate objectives.
- HR analysts work with HR metrics and workforce analytics.
- Organizational development professionals focusing on change and transformation initiatives.
- Administrative HR staff aiming to upgrade into strategic HR roles.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Human Resources & Management course:

- Understand the principles of strategic human resource management and its role in organizational success.
- Develop workforce planning techniques aligned with business strategy and long-term goals.
- Apply modern talent management strategies to attract, retain, and develop employees effectively.
- Design and implement performance management systems that enhance productivity and accountability.
- Analyze HR analytics and data to support informed decision-making and workforce optimization.
- Strengthen employee engagement strategies to improve workplace culture and retention rates.
- Integrate organizational development practices to support transformation and change management initiatives.

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- Build leadership development frameworks that support succession planning and capability growth.
- Align HR strategy with corporate vision to ensure sustainable organizational performance.

Targeted Competencies

Participants will gain the following competencies during the Strategic Human Resources & Management program:

- Strategic thinking in human resources planning and execution.
- Advanced workforce planning and talent forecasting skills.
- HR analytics interpretation for strategic decision-making.
- Performance management system design and evaluation skills.
- Employee engagement and retention strategy development.
- Organizational development and change management capabilities.
- Leadership development and succession planning understanding.

Studying Scenarios

In this Strategic Human Resources & Management training, participants develop skills through the following scenarios:

- Case studies on aligning HR strategy with business expansion and market growth.
- Workforce planning simulations for scaling organizations under changing market conditions.
- Redesign performance evaluation scenarios to improve productivity and accountability systems.
- Talent acquisition strategy development for competitive labor markets and skill shortages.

Course Content

Unit 1: Foundations of Strategic Human Resource Management

- Introduction to strategic human resource management and its business role.
- Evolution of HR from an administrative function to a strategic partner.
- Understanding HR strategy alignment with organizational objectives.
- Key principles of human capital management and workforce optimization.
- Relationship between organizational structure and HR effectiveness.
- Importance of long-term HR planning in competitive industries.
- Role of HR in driving sustainable business performance.

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Unit 2: Strategic Workforce Planning and Talent Management

- Principles of strategic workforce planning in modern organizations.
- Forecasting workforce needs based on business growth and market trends.
- Talent acquisition strategies for competitive advantage in hiring.
- Internal talent development and succession planning frameworks.
- Skills gap analysis and workforce capability mapping.
- Retention strategies to reduce turnover and increase engagement.
- Building a strong employer branding strategy for talent attraction.

Unit 3: Performance Management and Employee Engagement

- Designing effective performance management systems aligned with strategy.
- Setting measurable KPIs and performance evaluation standards.
- Continuous feedback systems and performance improvement cycles.
- Linking employee performance with organizational goals and rewards.
- Employee engagement strategies for productivity enhancement.
- Motivation theories applied in workplace performance systems.
- Building a performance-driven organizational culture.

Unit 4: HR Analytics and Data-Driven Decision Making

- Introduction to HR analytics and strategic data interpretation.
- Using workforce data for decision-making and planning.
- Measuring employee productivity and organizational performance metrics.
- Predictive analytics for workforce turnover and retention risks.
- Dashboards and HR reporting for strategic leadership decisions.
- Data-driven recruitment and selection strategies.
- Linking HR metrics with business performance outcomes.

Unit 5: Organizational Development and Strategic Leadership

- Principles of organizational development and transformation.
- Change management strategies in evolving business environments.
- Leadership development programs and capability building.
- Succession planning for long-term organizational stability.
- Creating agile and adaptive organizational structures.
- Aligning leadership behavior with organizational culture.
- Strategic HR role in driving innovation and growth.

Final Insights & Key Takeaways

Strategic HR management is a critical driver of organizational success, enabling businesses to align people, processes, and performance with long-term goals. Mastering these concepts empowers professionals to transform HR into a value-creating strategic function that supports sustainable growth and competitiveness.