MERCURY

Human Capital and Talent Management Program

15 – 19 February 2027
Vienna (Austria)



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Ref: 121587_1039160 **Date:** 15 – 19 February 2027 **Location:** Vienna (Austria) **Fees:** 5900 Euro

Introduction

Human Capital and Talent Management is a strategic discipline focused on optimizing the value of people within organizations. It explores how to develop skills, knowledge, and capabilities to support long-term organizational success. The Human Capital and Talent Management program provides a structured understanding of how workforce planning and talent strategies align with business objectives. It emphasizes modern approaches to attracting, developing, and retaining high-performing employees. Participants will examine how data, leadership, and organizational culture shape workforce effectiveness. The course covers both theoretical foundations and practical applications in contemporary human resource environments.

Targeted Groups

This Human Capital and Talent Management program targets professionals seeking knowledge and skills:

- HR specialists are aiming to strengthen human capital management practices.
- Talent acquisition professionals are involved in recruitment and selection processes.
- Line managers are responsible for team performance and workforce development.
- Organizational development practitioners focus on strategic workforce planning.
- Training and development officers manage employee growth programs.
- Business leaders are seeking to improve employee engagement and retention strategies.
- Consultants supporting workforce transformation and HR modernization initiatives.

Course Objectives

Participants will achieve the following objectives by completing the Human Capital and Talent Management course:

- Develop a strong understanding of human capital management principles and strategic talent frameworks.
- Learn how to align workforce planning with organizational goals and long-term business vision.
- Understand talent acquisition strategies that improve hiring quality and reduce turnover risk.
- Explore performance management systems that enhance employee productivity and accountability.
- Gain insights into employee engagement practices that foster motivation and commitment.
- Analyze workforce development approaches, including training, upskilling, and reskilling programs.
- Understand succession planning techniques to ensure leadership continuity.
- Apply HR analytics to support data-driven decision-making in talent management processes.
- Strengthen the ability to evaluate organizational capability gaps and design improvement strategies.
- Build competence in integrating human resource practices with the overall organizational strategy.

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Targeted Competencies

Participants will gain the following competencies during the Human Capital and Talent Management program:

- Ability to design and implement effective human capital strategies aligned with organizational priorities.
- Skills in workforce planning and forecasting future talent needs.
- Competence in managing recruitment cycles and selecting high-quality candidates.
- Proficiency in performance evaluation systems and employee feedback mechanisms.
- Capability to enhance employee engagement through structured initiatives.
- Understanding of learning and development frameworks for continuous workforce improvement.
- Ability to apply succession planning models to ensure leadership continuity.
- Skills in interpreting HR data and workforce analytics for decision-making.
- Competence in identifying skill gaps and recommending targeted development solutions.

Studying Scenarios

In this Human Capital and Talent Management training, participants develop skills through the following scenarios:

- Analyzing workforce shortages and designing recruitment strategies to meet organizational demand.
- Evaluating employee performance issues and implementing improvement plans.
- Developing engagement programs to reduce turnover in high-pressure environments.
- Building succession planning models for critical leadership roles.
- Applying HR analytics to predict workforce trends and support strategic decisions.

Course Content

Unit 1: Foundations of Human Capital Management

- Understanding human capital as a strategic organizational asset.
- Exploring the evolution of human capital management concepts.
- Differentiating between traditional HR and modern talent management.
- Identifying key drivers of workforce productivity and efficiency.
- Examining organizational behavior and its impact on performance.
- Understanding the role of culture in shaping employee value creation.
- Analyzing the relationship between human capital and business outcomes.
- Introducing core principles of strategic workforce alignment.
- Reviewing global trends influencing human capital development practices.
- Exploring the integration of human capital into corporate strategy frameworks.

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Unit 2: Talent Acquisition and Workforce Planning

- Defining strategic workforce planning and its business importance.
- Analyzing labor market trends and talent availability dynamics.
- Designing job analysis and competency-based job descriptions.
- Understanding employer branding and its impact on recruitment success.
- Applying structured recruitment and selection methodologies.
- Evaluating candidate assessment tools and interview techniques.
- Managing onboarding processes for long-term employee retention.
- Forecasting workforce demand using strategic planning models.
- Addressing skills gaps through proactive talent sourcing strategies.
- Aligning recruitment practices with organizational growth objectives.

Unit 3: Performance Management and Employee Engagement

- Establishing performance management systems aligned with strategy.
- Setting measurable performance indicators and evaluation standards.
- Conducting performance appraisals and feedback sessions effectively.
- Enhancing employee motivation through recognition and reward systems.
- Understanding the drivers of engagement and workplace satisfaction.
- Managing underperformance through structured improvement plans.
- Building continuous feedback cultures within teams and departments.
- Linking performance outcomes with organizational productivity goals.
- Designing engagement strategies to reduce turnover rates.
- Integrating performance management with career development pathways.

Unit 4: Learning, Development, and Succession Planning

- Designing organizational learning frameworks for workforce development.
- Identifying training needs through skills gap analysis.
- Implementing upskilling and reskilling programs for employees.
- Evaluating training effectiveness and learning outcomes.
- Building leadership development programs for future managers.
- Understanding succession planning models and frameworks.
- Preparing talent pipelines for critical organizational roles.
- Promoting continuous professional development across all levels.
- Aligning learning strategies with organizational transformation goals.
- Managing knowledge transfer and institutional capability retention.

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Unit 5: HR Analytics and Strategic Talent Management

- Understanding HR analytics and its role in decision-making.
- Collecting and interpreting workforce data for strategic insights.
- Applying predictive analytics to workforce planning challenges.
- Measuring key HR performance indicators and metrics.
- Using data-driven insights to improve talent strategies.
- Identifying trends in employee behavior and retention patterns.
- Integrating technology in human capital management systems.
- Supporting leadership decisions with evidence-based HR reports.
- Evaluating ROI of talent management initiatives.
- Aligning analytics with long-term organizational strategy execution.

Final Insights & Key Takeaways

Human Capital and Talent Management is a strategic enabler of organizational growth, focusing on maximizing workforce value through structured systems and data-driven decisions. Mastering these principles enhances both organizational performance and long-term competitive advantage.