MERCURY

Strategic HR Management Maven Insights

11 – 15 July 2027
Sharm El-Sheikh (Egypt)



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Ref: 121245_1080870 **Date:** 11 – 15 July 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction

Strategic HR Management Maven Insights course equips HR professionals with advanced strategies to align human capital with organizational goals. This course explores modern HR practices, workforce planning, and talent optimization. Participants will gain insights into strategic decision-making and effective HR metrics. It emphasizes leadership, employee engagement, and performance management. The program bridges theory with actionable approaches. By the end, participants will be prepared to drive organizational success through strategic HR initiatives.

Targeted Groups

This Strategic HR Management Maven Insights targets professionals seeking specialized knowledge and skills:

- HR managers seeking strategic impact
- Talent acquisition specialists
- HR business partners
- Organizational development consultants
- Team leaders overseeing HR functions
- Business managers involved in workforce planning
- Professionals aiming for HR leadership roles

Course Objectives

Participants will achieve the following objectives by Strategic HR Management Maven Insights:

- Understand strategic HR frameworks
- Align HR strategies with organizational goals
- Implement effective workforce planning
- Optimize talent acquisition processes
- Enhance employee engagement
- Utilize HR analytics for informed decisions
- Strengthen performance management systems
- Drive organizational change through HR initiatives

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Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic planning and HR alignment
- Talent management and succession planning
- Data-driven HR decision-making
- Leadership in human capital management
- Change management and organizational development
- Employee motivation and engagement techniques
- Effective HR policy design and implementation
- Problem-solving in the workforce challenges

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Designing HR strategies for business growth
- Resolving talent retention challenges
- Implementing performance appraisal systems
- Managing workforce transitions and restructuring
- Aligning training programs with organizational objectives
- Applying HR analytics to workforce decisions
- Leading organizational change initiatives

Course Content

Unit 1: Strategic HR Foundations

- Definition and importance of strategic HR management
- Linking HR strategy to business objectives
- Understanding the role of HR in organizational performance
- HR trends shaping the modern workplace
- Workforce planning essentials
- HR compliance and legal considerations
- HR technology and automation impact

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Unit 2: Talent Acquisition and Management

- Strategic recruitment methods
- Competency-based hiring practices
- Onboarding and employee integration strategies
- Developing succession plans
- Retention strategies for key talent
- Employer branding and its role in HR strategy
- Talent pipeline development
- Metrics for evaluating recruitment effectiveness

Unit 3: Performance and Engagement

- Designing performance management systems
- Setting measurable goals and KPIs
- Employee engagement strategies
- Feedback and appraisal techniques
- Linking performance to rewards and recognition
- Leadership's role in motivating teams
- Strategies for continuous improvement
- Addressing underperformance effectively

Unit 4: HR Analytics and Decision Making

- Introduction to HR analytics
- Using data to inform HR strategy
- Workforce metrics and dashboards
- Predictive analytics for talent planning
- Decision-making frameworks in HR
- Evaluating HR interventions with data
- Reporting HR outcomes to management

Unit 5: Organizational Change and Development

- Change management fundamentals
- HR's role in facilitating transformation
- Organizational culture assessment
- Employee training and development alignment
- Conflict resolution and negotiation
- Strategic communication in HR initiatives
- Leading innovation in HR practices
- Continuous improvement in HR operations

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Final Insights & Key Takeaways

Strategic HR Management Maven Insights empowers participants to effectively integrate HR strategies with organizational goals. The course equips professionals to drive talent optimization, engagement, and long-term success.