MERCURY

Strategic Change Management for HR Professionals Conference

7 – 11 March 2027
Kuala Lumpur (Malaysia)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Strategic Change Management for HR Professionals Conference

Ref: 8034_259904 **Date:** 7 – 11 March 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 Euro

Introduction

This HR professional and strategic change management program is designed to showcase the significant aspects of strategic change management. The HR professional and strategic change management conference is tailored for an HR audience, focusing on strategic change management practices vital for any HR department's success.

By exploring innovations and the latest strategies, this HR professional and strategic change management conference aims to enhance the efficiency and effectiveness of HR functions. Participate in this strategic change management workshop to upgrade your skills, knowledge, and capabilities with this international program.

Strategic Change Management in HR: Key to Business Success

In an era of constant change, understanding strategic change management and applying it within the HR framework is critical to business success. This strategic change management for HR professionals conference delves into the interplay between strategic management and change, equipping HR professionals with the tools to lead and manage change effectively.

Our strategic change management course outline includes practical workshops and sessions that reflect the dynamic nature of strategic and change management, offering certification for HR professionals seeking to excel in this domain.

Targeted Groups

- Top Management.
- HR Management.
- HR Staff.
- Managers and Heads of Departments.
- This strategic change management for HR professionals conference is for individuals seeking to enhance their careers through new skills and knowledge.

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Conference Objectives

By the end of this strategic change management for HR professionals conference, participants will be able to:

- Prioritize HR activities and identify what produces value.
- Take action to maximize manpower.
- Have compiled an action plan that will produce significant organizational savings.
- Master the new HR strategic model.
- Master how to do predictive forecasting.
- Reduce the cost and significantly improve the efficiency of succession planning.
- Controller business process reengineering and be able to apply the techniques both in HR and in other areas of the business.
- Explain to others the 10 key areas where Human resources can be significantly improved.
- Implement change that will have a visible benefit to the organization.
- Update their professional skills to be ahead in HR thinking and abilities.
- Explain to others the new integrated HR concept and how it will add value to any public or private business.
- Adopt a common and auditable approach throughout HR.
- Provide the organization with a much more business approach to HR management.
- Operate a standard strategic model and approach using the HR two-stage model.

Targeted Competencies

Upon the end of this strategic change management for HR professionals conference, the participants will be able to:

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- Strategic planning.
- Matrix management.
- Business efficiency and effectiveness.
- Manpower planning.
- Predictive forecasting.
- Create business value.
- Business process reengineering.

Conference Content

Unit 1: HR as the Strategic Partner

- How do you introduce the new strategic process for HR?
- Overview of a 10-step checklist for strategic HR.
- Creativity role in HR strategy.
- Understand strategy translation into action through strategic action plans.
- Learn about HR responsibilities in matrix management and measuring outcomes.
- Examine if HR can be improved at no additional cost.

Unit 2: Making HR Effective - 10 Decisive Actions to Make a Difference

- The new shape of HR.
- Learn the internal structure needed for tomorrow's successful HR departments.
- Does added value apply to HR?
- Understand manpower planning and how to use manpower projective techniques.
- Maximize organizational structures to enhance productivity - how downsizing and right-sizing work.
- Understand the new ratios for supervisors and managers.

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Unit 3: New Look at Advances in Recruitment, Training, and Techniques to Maximize Human Performance

- Recruitment - The new approach to recruitment processes.
- How can testing and profiling make a real efficiency difference?
- How can we improve the questioning process using the latest in behavioral techniques?
- Learn about tips and techniques used by interviewing professionals.
- Professional interviewing in practice.
- Training - The new training efficiency model.
- Overview of techniques to determine which training provides value to the organization.
- How to evaluate training?
- Valuing and costing training and using a prioritizing system to get outstanding value from the training budget specialist handout.
- Maximize efficiency through pay and rewards.
- Concepts of value using the new talent model.
- Learn about two significant improvements in efficiency - the use of differentiation and bonus schemes.

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Unit 4: New Performance and Value Approaches to Performance, Competence, Appraisal, and Succession Planning

- Understanding Performance - Setting organizational performance standards.
- Need for predictive forecasting.
- Performance pay.
- Understand how competencies are structured and how to measure them realistically.
- Performance appraisal and understand the cost of the assessment and how to improve it.
- Techniques to enhance appraisal techniques and to maximize the value of training.
- What is the new approach and its new results?
- Software needed.
- 5 Succession Plans - What is the organization's value of PDPs?
- Learn about the three approaches to targeted succession planning.

Unit 5: Business Process Reengineering and How to Measure the Return On Investment in HR Activities

- Understand Business Process Reengineering BPR and its value.
- What is BPR?
- IBM and Levi's case study.
- How to do BPR?
- Create and measure value from HR.
- Practical examples.
- The HR ROI formula.