



Human Resources Management (HR Professional) Training Conference

9 – 20 August 2027
Casablanca (Morocco)





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Ref: 8015_261295 **Date:** 9 – 20 August 2027 **Location:** Casablanca (Morocco) **Fees:** 6800 Euro

Introduction

This HR professional and human resources management program deals with the latest innovations and direction of today's Human Resource Departments. This essential HR professional and human resources management program will provide you with the best new techniques, processes, and direction leading HR departments need to take to be world-class.

Rapid and radical change is affecting the whole of the world. Some parts of the Middle East are facing significant challenges in terms of growth and competition. In other places, the key to an organization's success is controlling costs and maintaining market competitiveness. In these circumstances, companies are increasingly searching for a source of competitive advantage through HR.

HR Management Training and Development

Participants can engage with various HR training and development aspects throughout this comprehensive HR management training conference. These will include elements of the best course for HR professionals and hands-on experience with human resource workshops. The training will focus on knowledge acquisition and building practical skills appropriate for an HR training seminar.

With an introduction to HR course built in, those new to the field or looking to reaffirm their understanding will find their needs met. This human resource management training program emphasizes an introduction to human resource management that is both in-depth and accessible, bridging the gap between theoretical knowledge and real-world application.

As part of the HR professional and human resources management conference, information on furthering your expertise through HR certification for beginners and identifying additional HR training will be provided. We discuss what constitutes beneficial HR training and how to select from available HR seminars to further my professional growth.

Training for HR professionals should encapsulate strategic awareness and development, an essential component of any HR management training conference. During the event, participants will focus on how human resources and training intersect to create organizational value and leverage this intersection for strategic advantage.

Targeted Groups

- Human Resources Managers.
- Business Partners.
- Managers, Supervisors, and Team Leaders.
- Specialists.
- People who want to gain excellent HR skills to enhance their profile and career.

Conference Objectives

At the end of this HR professional and human resources management conference, the participants will be able to:

- Master the new HR strategic process.
- Transform strategic requirements into HR objectives using the 6 S model.
- Create HR strategic action plans to achieve business objectives.
- Provide innovative predictive information.
- Have practiced business information interviews and presenting results
- See the big picture for the future of employment and performance through people.
- Build their professional confidence.
- Identify the context for change - the economic and social changes driving employment change.
- Identify current employment practices and establish an agenda for change.
- Look at international developments in employment practices.
- Establish a series of best practices covering such issues as Leadership and Management Style, Recruitment and Retention, Performance Management, Work Organisation, Equal Opportunities, Industrial Democracy, Employee Relations and Communications, Consultation and Involvement.
- Use a strategic model to build an HR strategy and know where strategy fits into corporate business.
- Write business action plans to delegate strategic tasks.
- Build and produce high-level management information.
- Know what HR trends to report on and be able to master emergency planning.
- Translate current trends to maximize maximized capital investment.
- Do executive briefings to gather and disseminate information

Targeted Competencies

Upon the end of this HR professional and human resources management conference, the target competencies will be able to:

- Practice developing strategies.
- Planning.
- Analytical thinking.
- Learn about creativity and step innovation.
- Writing outlines for the 6 S process.
- Mastery of the construction of Business action plans.
- Use and mastery of HR statistical packages.
- Personal presentation skills.
- International HR law.
- Manpower planning.
- Use and mastery of different leadership styles.
- Review recruitment and selection.
- Use performance management tools.
- Review the use of competencies.

Conference Content

Unit 1: The Formulation of Strategy, How it Works - The Process Explained

- Why is taking HR to the executive level such a good idea? More significant opportunities, bigger jobs, and long-term security are what world-class businesses want.
- Where does strategy fit with the Vision, mission, and operating plans?
- Traditional approach to strategic planning.
- The new HR model.
- 10 steps needed to form an HR strategy.
- What is The strategic model of how it works?

Unit 2: Translating Strategic Requirements into Business Action Plans - Including the Formation of HR Budgets

- What is the formation of strategic objectives, and how do we translate them into the HR 6 S model?
- Build business action plans.
- Building strategic action plans, getting others committed to No SAP, and what can happen.
- Producing Executive financial information - unit costs and spend analysis.

Unit 3: Mastering Predictive Trends and Management Information - Getting the Big Picture

- Why do executives need predictive information?
- The executive must be good at predictive information in trend analysis.
- Analyze for predictive planning and trend analysis.
- Other predictive factors to review are succession planning and emergency planning.

Unit 4: Key Performance Factors - Maximizing Human Capital

- Understand measurement tools in organizational and corporate culture.
- Relationship between performance and competence.
- Valuing human capital and how to do it.
- Critical performance indicators.
- Present at the executive level.

Unit 5: Understanding and Being Able to Act on High-Level HR Trends

- World trends in employment, inclusion, and new employee expectations.
- World business trends in leadership, team working, and employment/supervision ratios.
- Change trends relating to HR.

Unit 6: The Context for Change

- What is the big picture of free trade agreements, world trade organizations, single currency, and social changes?
- The strategic response.
- Leadership and management style.
- Recruitment and retention.

Unit 7: Managing Performance, Behaviour, and Culture

- Performance management for grown-ups.
- Improve managerial performance.
- The psychological contract.
- Climate and culture.
- Coaching, mentoring, counseling, and giving feedback.

Unit 8: Implications for Employment Practice

- Work organization.
- The use of competencies.
- Human capital management.

Unit 9: Employee Relations

- Rights vs. responsibilities.
- Poor performance procedure.
- Disciplinary procedure.
- Grievances.
- Equal opportunities.

Unit 10: The Future of Employment Practices

- Industrial democracy.
- The role of employee representatives.
- Communications.
- Consultation.
- Involvement.