MERCURY

The Business Development & Management of HR Course

23 – 27 November 2026
Amsterdam (Netherlands)



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Ref: 3027_271637 **Date:** 23 – 27 November 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction

Rapid and radical change is affecting the whole of the world. Everywhere in the world, we are facing significant challenges in terms of growth and competition.

In other places, the key to organizational success and efficiency is creating real value, controlling costs, and maintaining market competitiveness. In these circumstances, companies are increasingly searching for a source of competitive advantage, mainly through maximizing every advantage of their human capital.

This practical HR in business development course shows you how the HR function can be a competitive advantage and the policies that should be developed.

Understanding the Role of HR in Business

In today's competitive landscape, understanding the role of HR in a business is vital for organizations aiming to achieve sustainable growth.

This HR in business development course segment specifically delves into business HR courses and the importance of HR in business planning.

Participants in the HR in business development course will explore how HR strategies are integrated into broader business objectives and how the role of HR in business can drive company-wide innovation and performance.

Targeted Groups

- Human resource professionals are team leaders, supervisors, and middle management-level individuals wishing to advance their careers.
- Managers at all levels who want to consolidate, refresh, and reinforce their knowledge and skills.
- It is ideal for delegates who intend to move into human resource management after experience in line management.
- Line Managers wish to understand better the fundamental Human Resource practices to manage their teams more effectively.

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Course Objectives

At the end of this HR in business development course, the participants will be able to:

- Understand empowerment, what it means, and how to achieve measurable results.
- Learning about recruitment and retention - finding and keeping successful people is becoming increasingly difficult.
- Appreciating the new techniques for recruitment will significantly improve their chances of getting the best people.
- Master how to do performance management and, more importantly, get the tools to measure the results accurately.
- Learn about behavioral competencies; you can use a new process to measure and manage competencies and see the new formula for valuing competency improvement.
- Master motivation and see how a new focus in performance appraisal can transform results and improve productivity.
- Cut edge of innovation and latest processes specifically for world-class HR functions.
- Implement ROI within their organizations.

Targeted Competencies

At the end of this HR in business development course, the target competencies will be able to improve:

- Business productivity improvement.
- Mastery of competencies.
- HR process innovation.
- Self-development.
- Leadership development for self and others.
- HR measurement and effectiveness techniques.
- Innovation and creativity.

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Course Content

Unit 1: The Context for Change

- The big picture - What is changing, and how does that affect everyone in HR? Discussion.
- The strategic requirement - new demands - new HR tools.
- Leadership and management style, what it is, and how to measure it.
- The new way to create leaders - the process.
- Recruitment - The new competency and behavioral approach.
- The process needed to get results.
- Key success areas to aid retention.

Unit 2: Managing Performance, Behaviour, and Culture

- Performance Management - setting standards.
- Methods of setting targets and measuring performance.
- Improving managerial performance.
- The psychological contract v is what happens in the workplace.
- Corporate culture - what it is and how to measure it.
- Coaching, mentoring, and counseling. How to get results?

Unit 3: Implications for Employment Practice

- Work organization - How do you calculate the right size for any organization?
- The use of competencies - Setting measurement standards, how to value the improvement in competency standards.
- Human capital management - techniques for measuring the value of human capital.

Unit 4: Employee Relations

- Rights vs. responsibilities, employment contracts, and what they mean.
- Poor performance procedure - the principle of differentiation.
- Disciplinary procedure - This is the line manager's role! Discussion.
- Other issues, but whose responsibility are they? Grievances and equal opportunities.

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Unit 5: The Future Of Employment Practices

- Industrial Democracy - Google example - but will it work anywhere else?
- The role of employee representatives is for communications, consultation, and involvement.
- The new shape of HR business process management.
- Keeping good people.