MERCURY

Strategic HR Management and Total Rewards

28 March – 1 April 2027
Istanbul (Turkey)



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Ref: 15800_328568 **Date:** 28 March – 1 April 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

Strategic Human Resource Management SHRM is an approach that aligns human resource practices with organizational goals, enhancing performance and fostering a competitive advantage. This Strategic HR Management and Total Rewards course will explore HR's essential role in shaping an organization's strategy through effective workforce planning, talent acquisition, development, and retention.

As a critical component of SHRM, Total Rewards encompasses all employee compensation and benefits, including salary, bonuses, health benefits, and non-monetary perks. By understanding and implementing total rewards strategies, organizations can motivate and engage employees, drive performance, and cultivate a culture of recognition and appreciation.

This Strategic HR Management and Total Rewards course equips HR professionals with the knowledge and skills to design and implement strategic HR initiatives that support business objectives and create a sustainable and high-performing workforce. Participants will learn how to integrate SHRM and total rewards into their organizations, ultimately improving employee satisfaction and success.

The Strategic HR Management and Total Rewards course explores the concept of total rewards in HR, which refers to the complete set of benefits and compensation offered to employees. Total rewards management is a strategic approach in human resource management that integrates various elements, such as salary, bonuses, benefits, and recognition, to attract, motivate, and retain talent.

Participants in this Strategic HR Management and Total Rewards course cover the total rewards HR strategy, define total rewards HR, and explain how it aligns with organizational goals. It delves into the role of a total rewards manager, who oversees the implementation of total rewards HR programs to ensure they effectively support employee satisfaction and business success.

Targeted Groups:

- Human Resource Professionals.
- Business Leaders and Executives.
- Talent Acquisition Specialists.
- Compensation and Benefits Managers.
- Organizational Development Practitioners.
- Training and Development Managers.
- Small Business Owners.
- HR Consultants and Advisors.
- Employee Engagement and Retention Specialists.
- Strategic Planners and Analysts.

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Course Objectives:

At the end of this Strategic HR Management and Total Rewards course, the participants will:

- Understand the principles of strategic human resource management and its impact on organizational success.
- Analyze the components of total rewards and their role in attracting and retaining top talent.
- Develop effective talent acquisition strategies aligned with business goals.
- Design and implement compensation and benefits programs that enhance employee motivation and satisfaction.
- Explore methods for measuring employee engagement and organizational performance.
- Evaluate best practices in performance management and employee recognition.
- Identify legal and ethical considerations in HR practices.
- Apply data analytics to inform HR decisions and strategies.
- Foster a culture of continuous improvement in HR functions.
- Enhance communication and collaboration between HR and organizational leadership.

Targeted Competencies:

By the end of this Strategic HR Management and Total Rewards training, the participant's competencies will:

- Strategic Thinking.
- Talent Management.
- Compensation Strategy Development.
- Benefits Analysis and Design.
- Employee Engagement Techniques.
- Performance Management Systems.
- Change Management.
- Data-Driven Decision Making.
- Legal and Ethical Compliance.
- Communication and Interpersonal Skills.

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Course Content:

Unit 1: Foundations of Strategic HR Management:

- Define strategic human resource management and its significance.
- Explore the alignment of HR strategies with organizational objectives.
- Discuss the evolving role of HR in modern organizations.
- Analyze the importance of workforce planning and talent management.
- Review frameworks for developing effective HR strategies.
- Examine case studies of successful strategic HR implementations.

Unit 2: Total Rewards Strategy:

- Define total rewards and their components: compensation, benefits, and non-monetary rewards.
- Understand how total rewards contribute to employee satisfaction and retention.
- Explore the relationship between total rewards and organizational culture.
- Discuss competitive benchmarking for compensation and benefits.
- Analyze various compensation structures and their effectiveness.
- Examine innovative benefits and perks that attract talent.

Unit 3: Talent Acquisition and Management:

- Develop strategies for attracting top talent in a competitive market.
- Discuss the importance of employer branding in recruitment.
- Explore techniques for effective job analysis and description writing.
- Learn about the selection process and assessment methods.
- Analyze onboarding practices that enhance new hire integration.
- Evaluate talent development and succession planning strategies.

Unit 4: Performance Management and Employee Engagement:

- Define performance management and its importance in organizational success.
- Explore methods for setting performance goals and expectations.
- Discuss techniques for providing constructive feedback and coaching.
- Analyze the role of employee engagement in driving performance.
- Examine strategies for measuring and enhancing employee engagement.
- Review recognition programs that motivate and retain employees.

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Unit 5: Legal and Ethical Considerations in HR:

- Understand the legal framework governing HR practices.
- Discuss ethical considerations in compensation and rewards.
- Explore compliance with labor laws and regulations.
- Analyze the implications of diversity and inclusion in HR.
- Examine case studies of legal challenges in HR management.
- Develop strategies for fostering ethical behavior in the workplace.