

HUMAN RESOURCES | COURSE BROCHURE

Certified HR Strategy Workshop

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This Certified HR Strategy Workshop equips HR professionals with the skills to align human resources with organisational goals. Participants will explore strategic HR frameworks, workforce planning, talent management, and performance measurement to enhance HR effectiveness and drive business success.

HR professionals often struggle to align their strategies with overarching business objectives, leading to inefficiencies and missed opportunities. This workshop addresses the critical need for effective workforce planning and talent management, which are essential for maintaining a competitive edge in a rapidly changing business landscape. Participants will learn to identify gaps in current HR practices and develop actionable strategies to bridge these gaps, ensuring that HR initiatives support the organisation's strategic direction. Moreover, understanding the integration of HR strategies with business goals is vital for fostering a high-performance culture that drives employee engagement, retention, and overall organisational success.
The workshop provides practical capabilities in strategic analysis and decision-making, enabling participants to tackle real-world HR challenges. Attendees will engage in scenario-based exercises that require them to design HR initiatives that support organisational goals, enhancing their ability to influence business outcomes. By practising these skills, participants will gain confidence in presenting their strategies to stakeholders and justifying their decisions based on data-driven insights. This hands-on approach ensures that attendees leave with a robust understanding of how to implement effective HR strategies that align with business needs and drive organisational success, ultimately enhancing their professional value and career prospects.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The workshop employs a blend of interactive lectures, case studies, and group discussions to facilitate learning. Participants will engage in scenario-based exercises that simulate real HR challenges, allowing them to apply strategic frameworks and tools. Each day includes collaborative activities where participants will develop strategic HR plans, performance metrics, and technology integration proposals. Outputs include comprehensive reports and presentations, which participants will develop collaboratively, fostering peer learning and practical application of concepts. This approach ensures that participants not only understand theoretical principles but also gain hands-on experience in crafting and implementing effective HR strategies that are directly applicable to their organisations.



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Course objectives

By the end of this course, participants will be able to:
• Analyse organisational goals to align HR strategies effectively and create a strategic HR plan.
• Design a workforce plan that addresses current and future talent needs, ensuring alignment with business objectives.
• Evaluate talent management practices to enhance employee engagement and retention through strategic initiatives.
• Construct performance measurement frameworks to assess HR effectiveness and inform strategic decision-making.
• Prioritise HR initiatives based on strategic business objectives and resource availability to maximise impact.
• Justify the integration of technology in HR processes to improve efficiency and support strategic goals.
• Assess the impact of organisational culture on HR strategy implementation and employee performance.
• Develop a comprehensive HR strategy that integrates all aspects of learning into a cohesive plan.

Target audience

This course is suitable for:
• HR Managers responsible for strategic planning and implementation, ensuring alignment with business goals.
• Talent Acquisition Specialists focused on aligning recruitment with organisational objectives and workforce needs.
• HR Business Partners who support line managers in strategic HR initiatives and talent development.
• Learning and Development Managers aiming to align training with organisational strategy and employee growth.

Target competencies

Participants will develop competencies in:
• Strategic alignment of HR initiatives with business objectives and organisational goals.
• Workforce planning and talent acquisition strategies that meet current and future needs.
• Development of performance measurement systems to evaluate HR effectiveness.
• Integration of technology in HR practices to enhance operational efficiency.
• Change management in HR strategy implementation to foster adaptability.
• Analytical skills for assessing HR effectiveness and making data-driven decisions.

Course outline

Day 1: Understanding HR Strategy Fundamentals

Applied activity: Participants will analyse a fictional company's strategic goals and current HR practices to identify alignment gaps. They will work in groups to discuss findings and propose initial strategic HR adjustments, focusing on practical applications.
Output: A gap analysis report highlighting alignment issues and proposed HR strategy adjustments.



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09:00–09:54	Defining HR strategy and its critical role in achieving business success.
09:54–10:48	Exploring key HR frameworks and models for strategic alignment.
10:48–11:00	Identifying the role of HR in organisational strategic planning processes.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying the role of HR in organisational strategic planning processes. (continued)
12:12–13:06	Assessing current HR practices against strategic business goals for improvement.
13:06–14:00	Understanding the impact of external factors on HR strategy development.

Day 2: Workforce Planning and Talent Management

Applied activity: Using a case study, participants will create a workforce plan that addresses identified talent gaps and aligns with the company's strategic objectives. They will present their plans to peers for feedback and refinement.
Output: A comprehensive workforce plan detailing talent acquisition and development strategies.

09:00–09:54	Understanding workforce planning processes and methodologies to forecast talent needs.
09:54–10:48	Identifying talent gaps and future workforce requirements through strategic analysis.
10:48–11:00	Developing a talent acquisition strategy that aligns with business goals and culture.
11:00–11:30	**Coffee break**
11:30–12:12	Developing a talent acquisition strategy that aligns with business goals and culture. (continued)
12:12–13:06	Implementing succession planning and leadership development initiatives for key roles.
13:06–14:00	Evaluating the effectiveness of talent management initiatives and their impact on retention.

Day 3: Performance Measurement and HR Effectiveness

Applied activity: Participants will develop a performance measurement framework for a fictional HR initiative, using KPIs to assess its effectiveness and impact on organisational goals. They will collaborate to refine their frameworks based on peer input.
Output: A performance measurement framework document with defined KPIs and assessment methods.

09:00–09:54	Establishing key performance indicators (KPIs) for various HR functions and initiatives.
09:54–10:48	Understanding the role of data analytics in HR decision-making and strategy evaluation.
10:48–11:00	Developing performance measurement frameworks to assess HR initiatives and their outcomes.



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11:00–11:30	**Coffee break**
11:30–12:12	Developing performance measurement frameworks to assess HR initiatives and their outcomes. (continued)
12:12–13:06	Assessing the impact of HR strategies on overall business performance and employee satisfaction.
13:06–14:00	Implementing continuous improvement processes in HR to enhance effectiveness.

Day 4: Integrating Technology in HR Strategy

Applied activity: In groups, participants will evaluate a fictional HR technology solution and present its potential impact on HR strategy and employee engagement. They will discuss advantages and challenges associated with implementation.
Output: A presentation summarising the evaluation of the HR technology solution and its strategic benefits.

09:00–09:54	Exploring HR technology trends and their strategic implications for HR functions.
09:54–10:48	Assessing the role of HR information systems in data management and decision support.
10:48–11:00	Implementing technology solutions to enhance HR processes and employee engagement.
11:00–11:30	**Coffee break**
11:30–12:12	Implementing technology solutions to enhance HR processes and employee engagement. (continued)
12:12–13:06	Evaluating the impact of technology on employee experience and organisational culture.
13:06–14:00	Understanding data privacy and compliance considerations in HR technology implementation.

Day 5: Developing and Presenting an Integrated HR Strategy

Applied activity: Participants will collaboratively develop a comprehensive HR strategy for a fictional organisation, integrating all aspects learned throughout the workshop. They will present their strategy to a panel for feedback, focusing on implementation and expected outcomes.
Output: A detailed HR strategy document and presentation summarising key initiatives, alignment with business goals, and implementation plans.

09:00–09:54	Synthesising learning from previous sessions into a cohesive HR strategy document.
09:54–10:48	Aligning HR initiatives with overall business strategy and stakeholder expectations.
10:48–11:00	Preparing for stakeholder engagement and presentation of HR strategies.
11:00–11:30	**Coffee break**



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11:30–12:12	Preparing for stakeholder engagement and presentation of HR strategies. (continued)
12:12–13:06	Utilising feedback mechanisms for strategy refinement and continuous improvement.
13:06–14:00	Creating an implementation roadmap for the HR strategy with timelines and responsibilities.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,820.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,890.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,450.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,540.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,820.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,820.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online