

HUMAN RESOURCES | COURSE BROCHURE

HR For Business

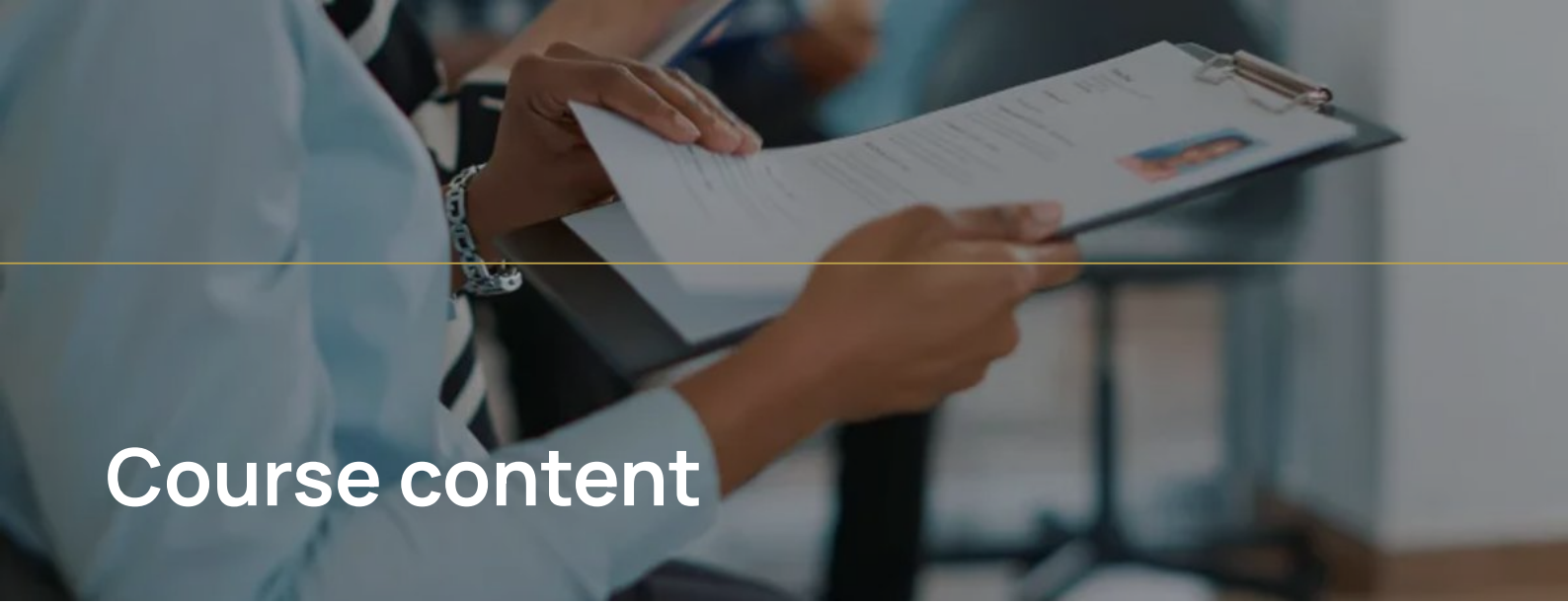
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

This course provides HR professionals with practical tools and strategies to align human resources with business objectives. Participants will learn to address workforce challenges, enhance employee engagement, and implement effective HR practices that drive organisational success.

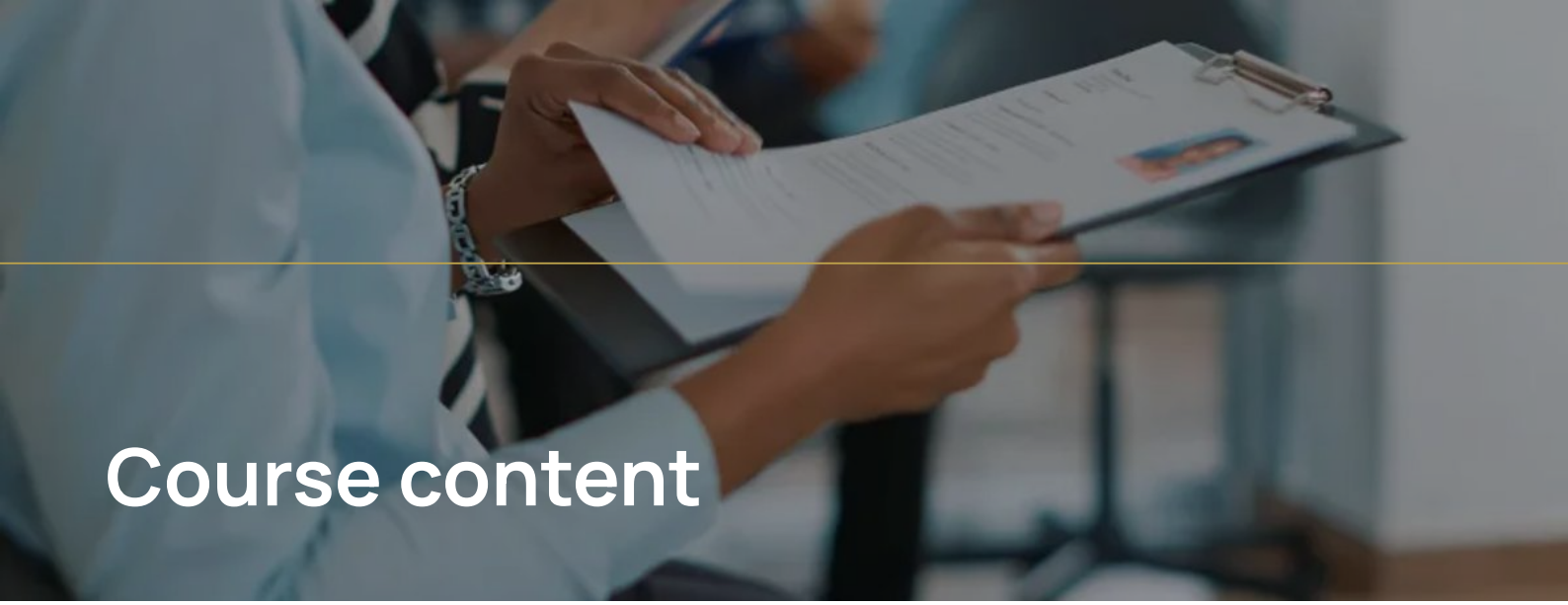
HR professionals often face the challenge of aligning HR strategies with broader business goals. This misalignment can lead to inefficiencies, low employee morale, and high turnover rates. By understanding how to integrate HR practices with business strategies, participants can ensure their organisations are more agile and responsive to market changes. They will learn to analyse workforce data, develop targeted recruitment strategies, and implement performance management systems that directly contribute to business outcomes. This alignment is crucial for fostering a productive workplace and achieving long-term organisational success, ultimately enhancing the overall effectiveness of HR functions.
The course equips participants with the skills to make informed HR decisions that impact organisational performance. Through practical exercises, they will learn to develop HR policies, manage talent effectively, and foster a culture of engagement. Participants will practice conducting employee engagement surveys, analysing results, and creating actionable improvement plans. Additionally, they will explore best practices for diversity and inclusion, ensuring a holistic approach to HR that supports a positive organisational culture and enhances overall employee satisfaction. By the end of the course, participants will be prepared to tackle real-world HR challenges and drive business success through strategic HR initiatives.

Professional Problems This Course Is Designed to Solve

- HR activity disconnected from operational priorities.
- Difficulty translating business needs into people initiatives.
- Weak communication between HR and business stakeholders.

Course methodology

The course employs a blend of case studies, role-playing exercises, and group discussions to facilitate active learning. Participants will engage in scenario-based simulations that reflect common HR dilemmas, allowing them to apply theoretical knowledge to practical situations. Specific exercises include drafting HR policies, creating recruitment plans, and developing employee engagement strategies. Outputs include HR policy drafts, talent management plans, and employee engagement strategies, providing tangible evidence of their learning. This practical focus ensures participants leave with applicable skills and tools that can be immediately implemented in their organisations, enhancing their effectiveness as HR professionals and their ability to contribute to business success.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse the alignment between HR strategies and business objectives to enhance organisational performance.
• Design effective recruitment processes that attract top talent and meet business needs.
• Assess employee engagement levels using surveys and develop strategies for improvement.
• Construct a talent management plan that addresses skills gaps within the organisation.
• Prioritise HR initiatives based on business impact and resource availability.
• Justify the implementation of HR policies that promote diversity and inclusion in the workplace.

Target audience

This course is suitable for:
• HR Managers seeking to align HR functions with business strategy.
• Talent Acquisition Specialists focused on improving recruitment processes.
• Employee Engagement Coordinators aiming to enhance workplace morale.
• HR Business Partners looking to support organisational change initiatives.

Target competencies

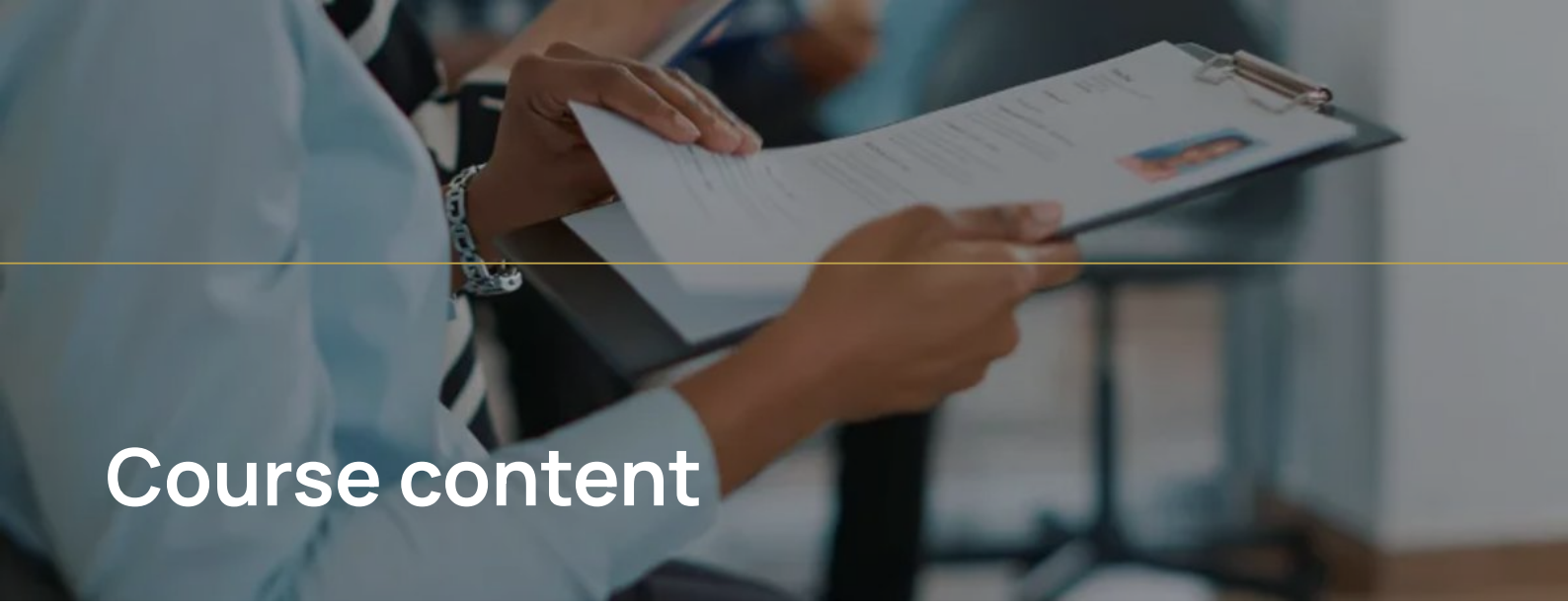
Participants will develop competencies in:
• Align HR strategies with business objectives effectively.
• Develop and implement recruitment and retention strategies.
• Evaluate and enhance employee engagement initiatives.
• Create comprehensive talent management plans.
• Implement HR policies that foster diversity and inclusion.
• Conduct data-driven assessments of HR initiatives.

Course outline

Day 1: Understanding HR's Role in Business

Applied activity: Participants will analyse a fictional company's HR metrics and business objectives. They will identify gaps in alignment and propose actionable strategies to enhance HR practices in support of business goals, focusing on specific metrics and outcomes. This will involve collaboration in small groups to foster discussion and idea generation.
Output: A report outlining HR recommendations for alignment with business objectives.

09:00–09:54	Define the strategic role of HR in organisational success and growth.
09:54–10:48	Identify key HR metrics that align with business goals and objectives.



Course content

10:48–11:00	Explore the impact of HR on employee performance and productivity metrics.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the impact of HR on employee performance and productivity metrics. (continued)
12:12–13:06	Discuss the importance of HR in managing organisational change processes.
13:06–14:00	Examine case studies of successful HR-business alignment strategies.

Day 2: Effective Recruitment Strategies

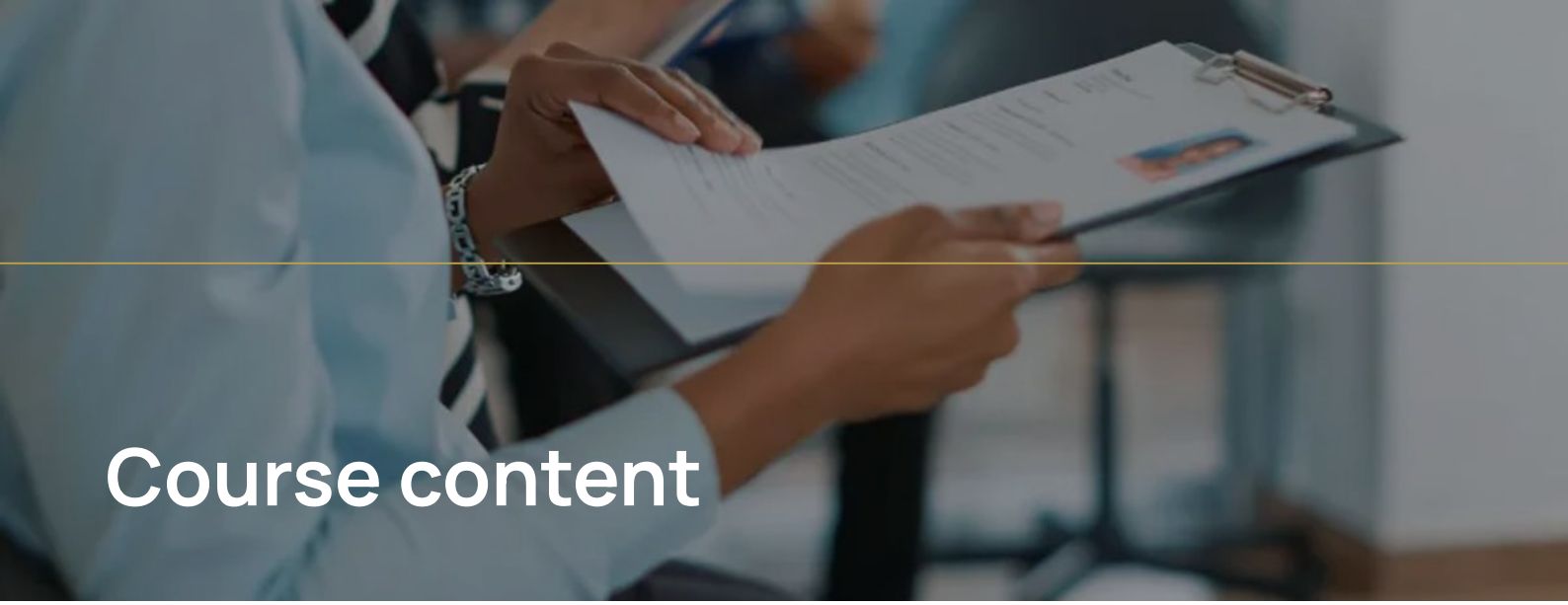
Applied activity: Working in groups, participants will design a comprehensive recruitment campaign for a fictional company, including targeted job descriptions, selection criteria, and evaluation metrics. They will present their strategies to the class, receiving feedback to refine their approaches and ensure alignment with business objectives and culture.
Output: A comprehensive recruitment campaign plan with measurable objectives.

09:00–09:54	Develop a recruitment strategy that aligns with specific business needs and objectives.
09:54–10:48	Utilise data analytics to enhance recruitment processes and candidate selection.
10:48–11:00	Create detailed job descriptions that attract the right candidates for key roles.
11:00–11:30	**Coffee break**
11:30–12:12	Create detailed job descriptions that attract the right candidates for key roles. (continued)
12:12–13:06	Implement selection techniques that reduce bias and improve candidate fit.
13:06–14:00	Evaluate the effectiveness of recruitment campaigns through measurable outcomes.

Day 3: Enhancing Employee Engagement

Applied activity: Participants will create an employee engagement survey for a fictional organisation, analyse the results, and propose actionable improvement strategies based on their findings. They will work in teams to ensure diverse perspectives are considered, leading to a more comprehensive approach to engagement.
Output: A detailed employee engagement improvement plan with specific recommendations.

09:00–09:54	Assess current employee engagement levels using surveys and qualitative feedback.
09:54–10:48	Identify key factors that influence employee satisfaction and retention rates.
10:48–11:00	Develop targeted strategies to enhance workplace culture and employee morale.
11:00–11:30	**Coffee break**
11:30–12:12	Develop targeted strategies to enhance workplace culture and employee morale. (continued)



Course content

12:12–13:06	Implement recognition and reward systems that effectively motivate employees.
13:06–14:00	Evaluate the impact of employee engagement initiatives on overall performance metrics.

Day 4: Talent Management and Development

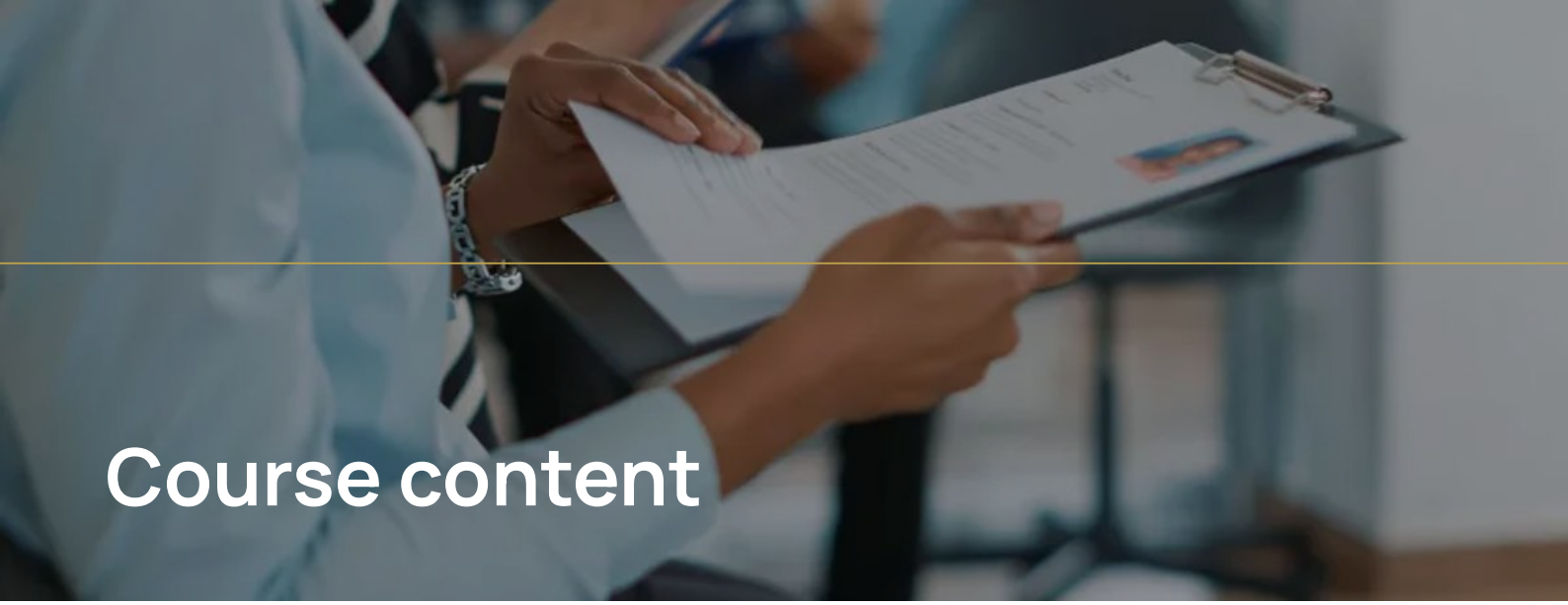
Applied activity: Participants will assess a fictional company's talent management strategy and propose enhancements to better support business growth and employee development. They will collaborate in groups to ensure a well-rounded approach, focusing on specific skills and roles that align with organisational needs.
Output: A revised talent management plan with actionable steps.

09:00–09:54	Identify skills gaps and training needs within the organisation through assessments.
09:54–10:48	Design a talent management strategy that supports business objectives and employee growth.
10:48–11:00	Implement career development plans for employees to enhance retention and satisfaction.
11:00–11:30	**Coffee break**
11:30–12:12	Implement career development plans for employees to enhance retention and satisfaction. (continued)
12:12–13:06	Evaluate the effectiveness of training programmes through feedback and performance metrics.
13:06–14:00	Discuss succession planning and its importance for business continuity and leadership development.

Day 5: Integrating HR Policies for Business Success

Applied activity: Participants will draft an HR policy manual for a fictional organisation, ensuring alignment with business goals, compliance standards, and best practices in HR management. They will work in teams to cover various policy areas, ensuring a comprehensive and cohesive manual.
Output: A comprehensive HR policy manual that includes key policies and procedures.

09:00–09:54	Develop HR policies that comply with legal and ethical standards in the workplace.
09:54–10:48	Create policies that promote diversity, equity, and inclusion across the organisation.
10:48–11:00	Implement performance management systems that drive accountability and employee development.
11:00–11:30	**Coffee break**
11:30–12:12	Implement performance management systems that drive accountability and employee development. (continued)



Course content

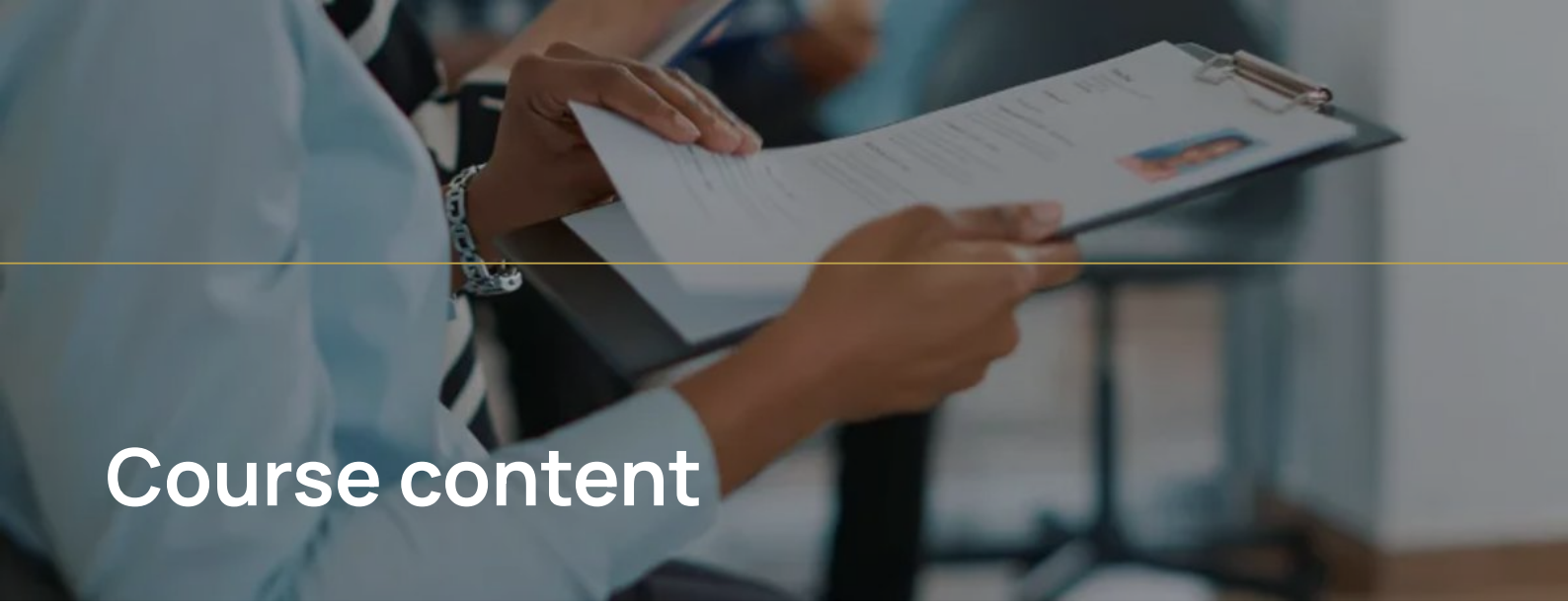
12:12–13:06	Evaluate the effectiveness of HR policies on organisational culture and employee engagement.
13:06–14:00	Discuss the role of HR in crisis management and ensuring organisational resilience.

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.

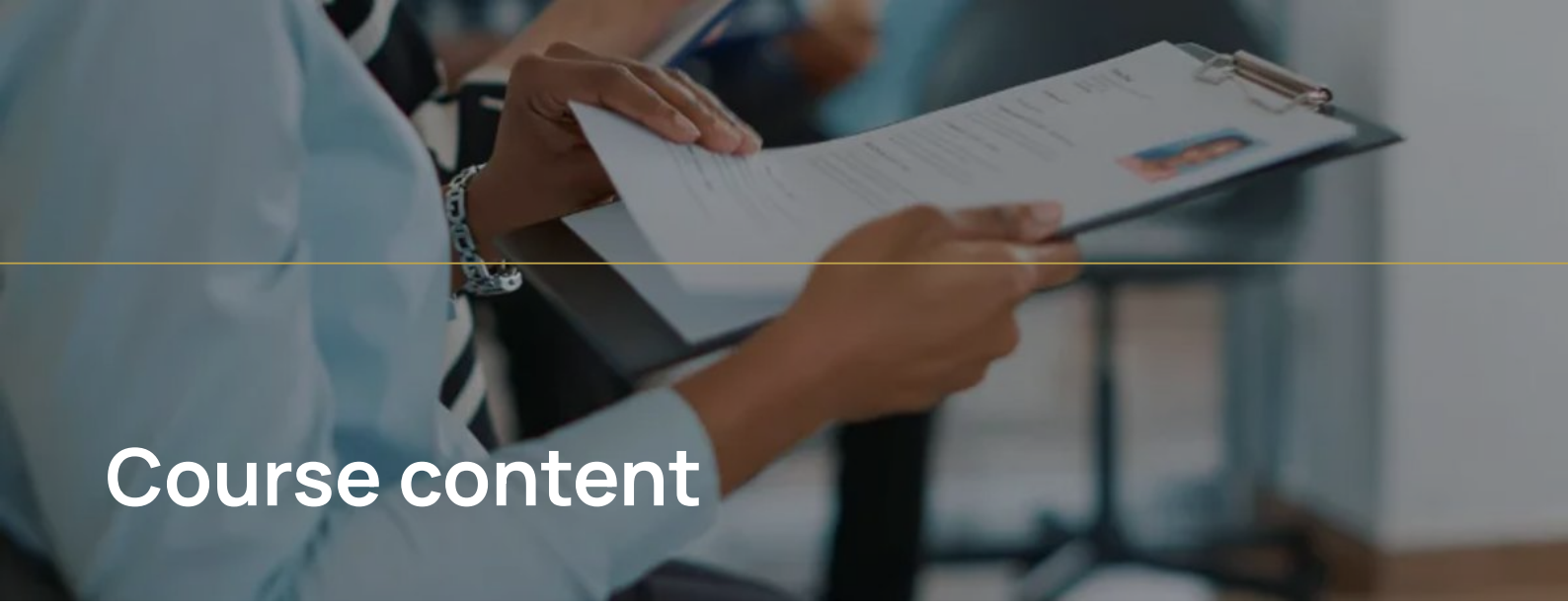
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**



Course content

Dates, venues and fees (continued)

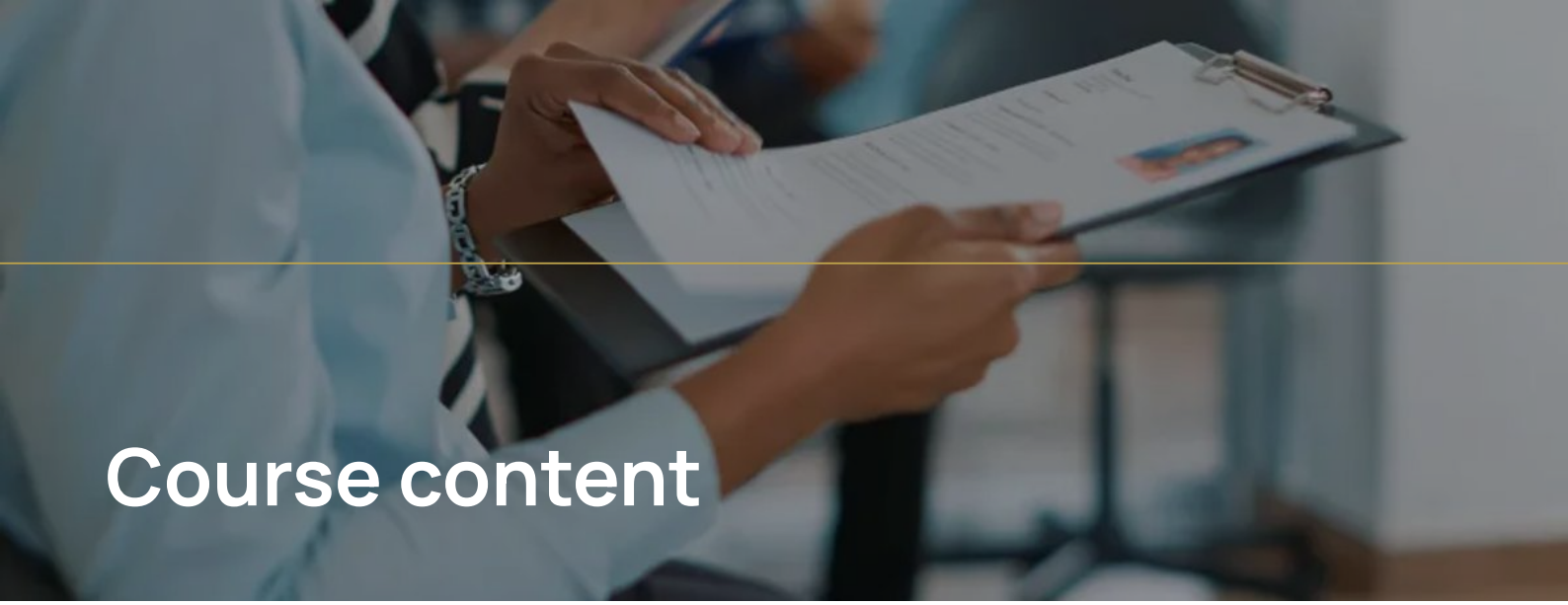
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

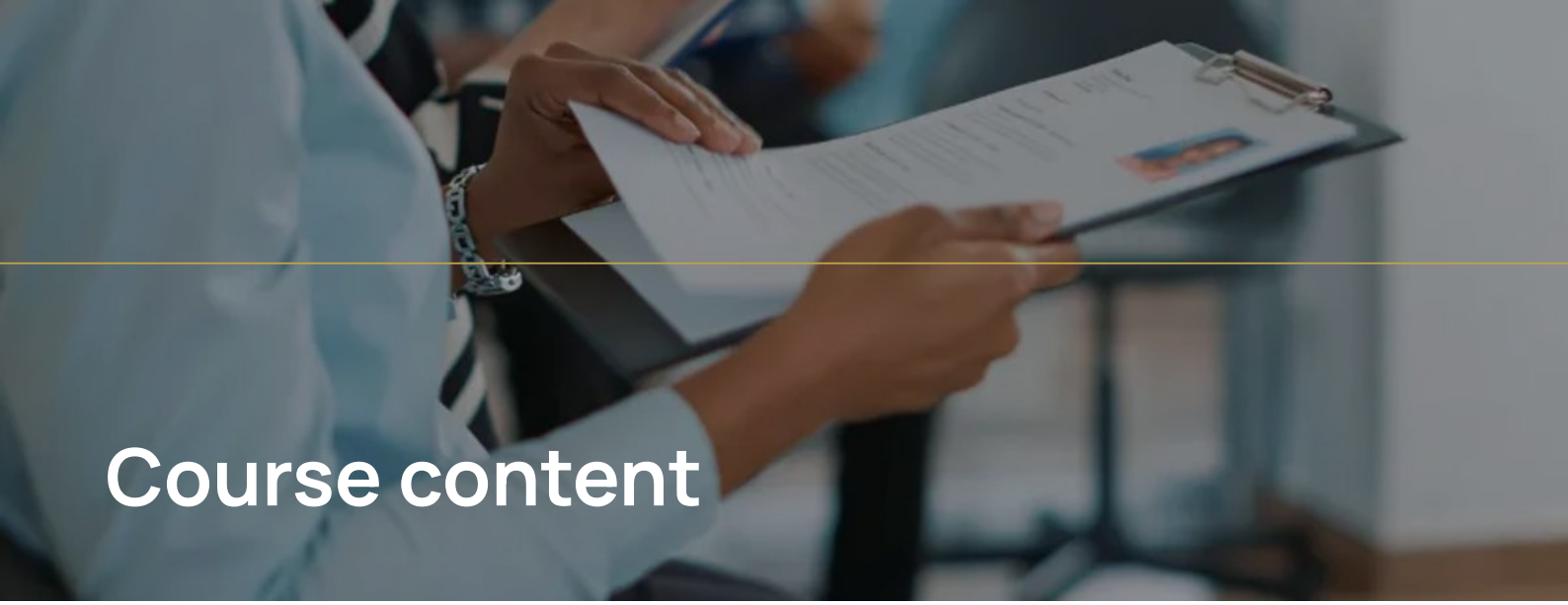
Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

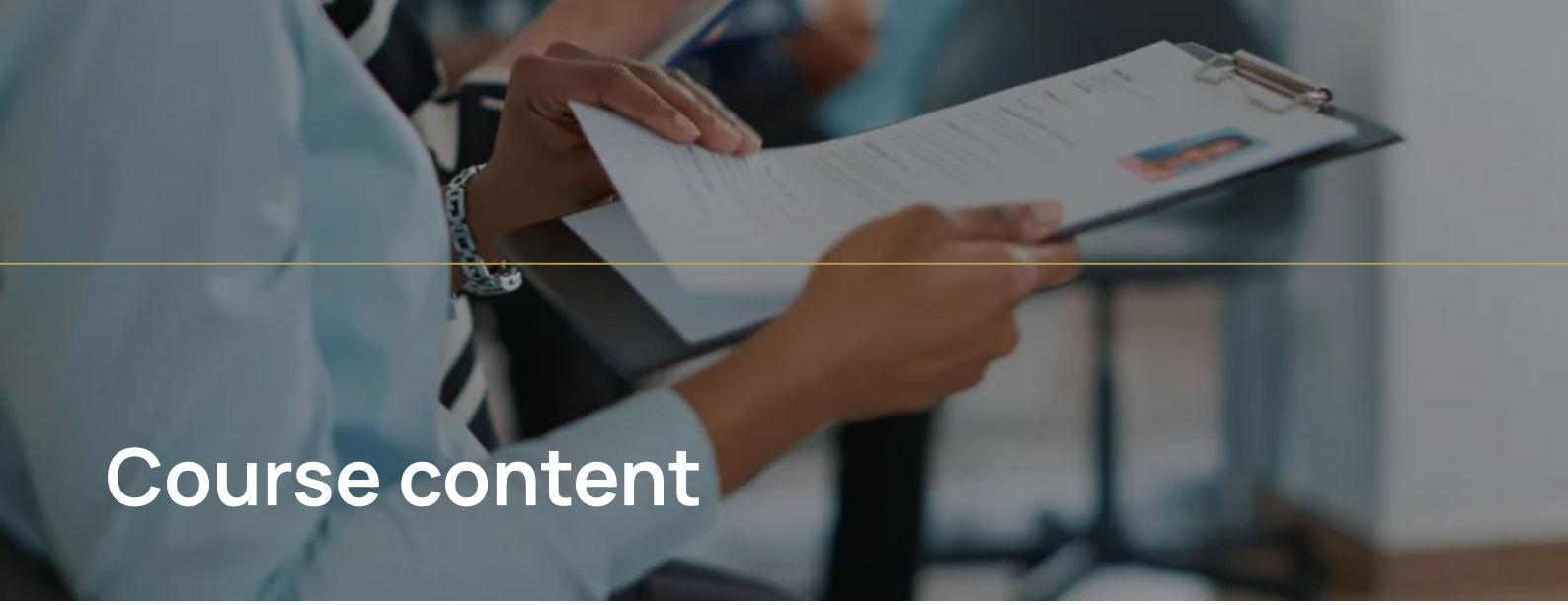
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Rome Confirmed dates	17 May 2027	21 May 2027	**€2,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

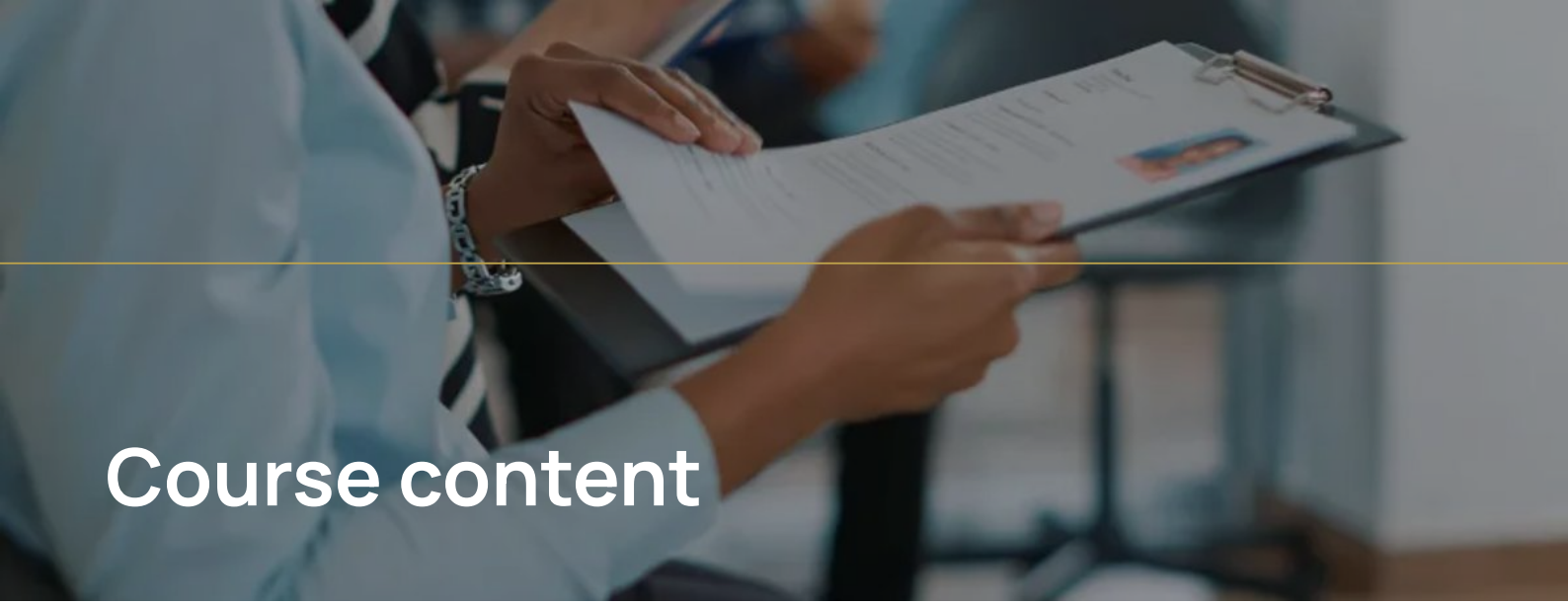
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

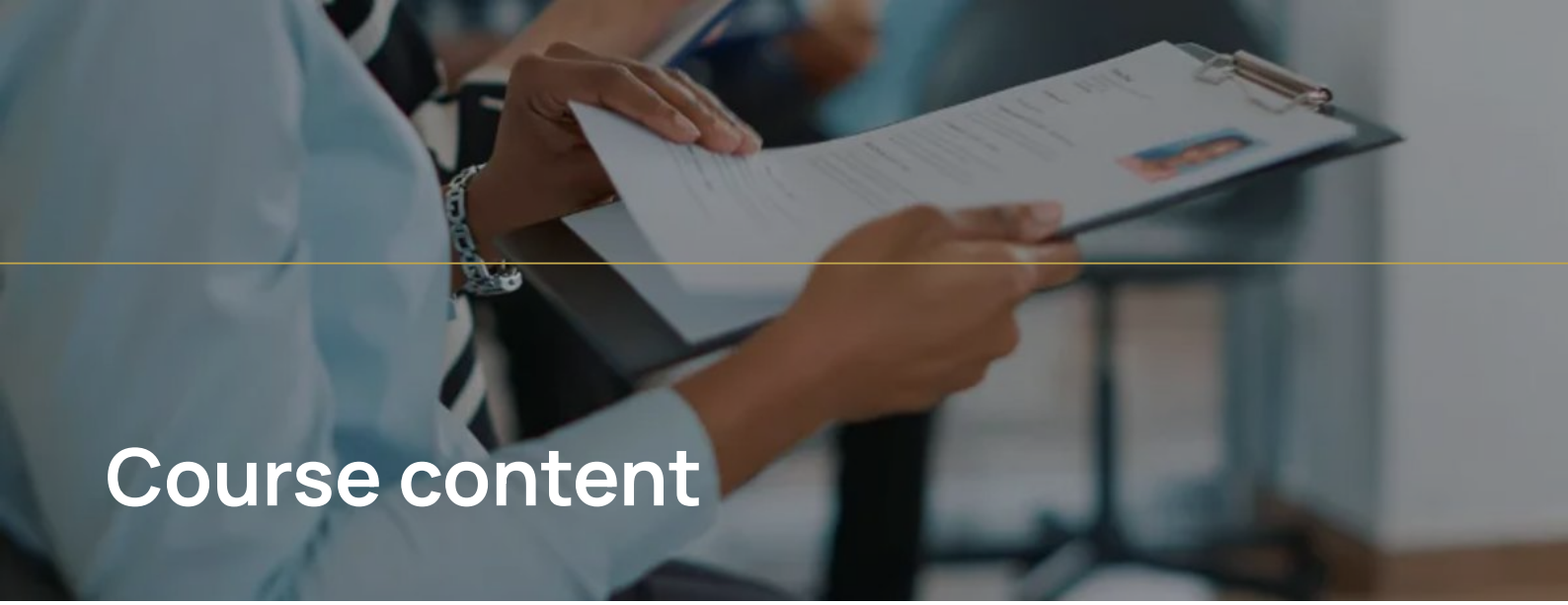
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

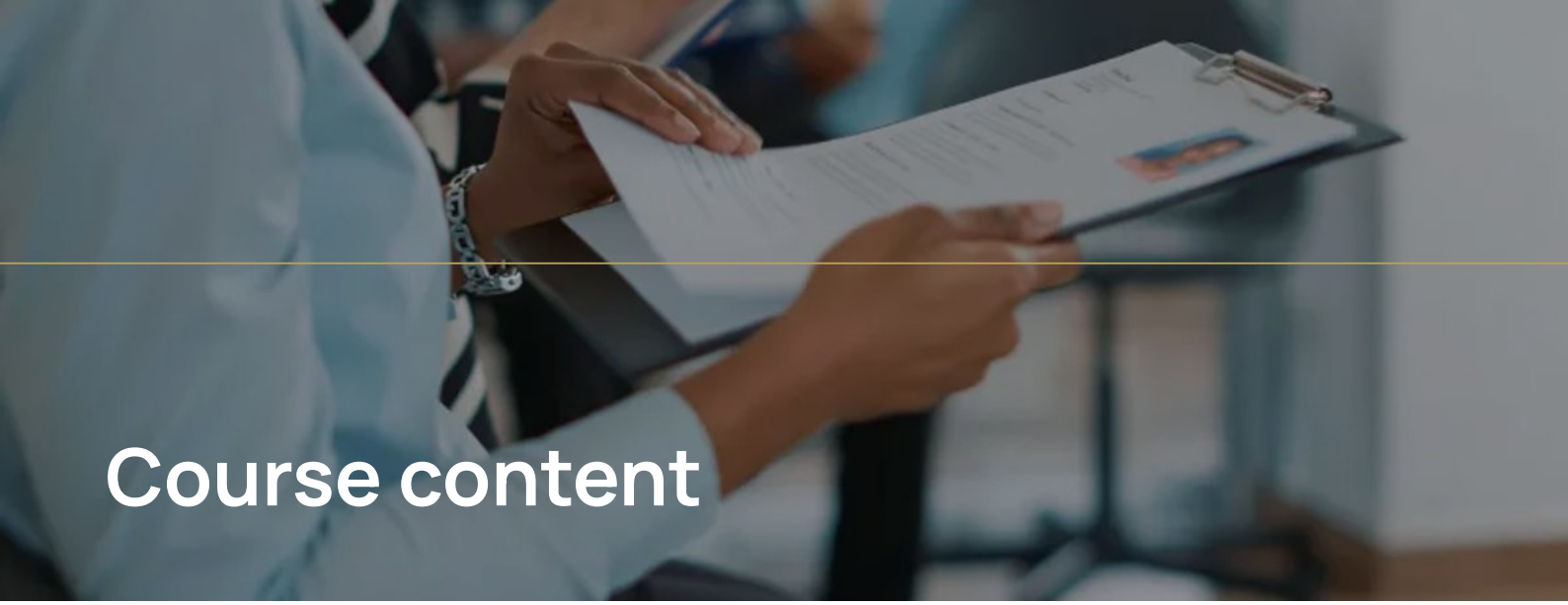
Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Vienna Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

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

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online