



HUMAN RESOURCES AND TRAINING

Certified HR Strategy Workshop

Course code: HRT-040

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Human Resources has evolved from an administrative function into a strategic business partner that drives organizational success. This workshop equips participants with the knowledge and practical tools required to align HR strategies with corporate goals, improve workforce performance, strengthen talent pipelines, and build a future-ready organization. Participants will gain actionable insights to transform HR into a value-creating function.

Why Attend

This workshop uses an interactive and practical approach combining expert presentations, facilitated discussions, case studies, group exercises, strategy mapping sessions, benchmarking tools, and practical HR planning templates.

Who Should Attend

HR Managers and HR Business Partners
Talent Management Professionals
Organizational Development Specialists
Learning and Development Managers
Workforce Planning Specialists
Department Heads involved in people strategy
Senior Executives overseeing HR functions

— Learning Objectives

- Understand the role of HR as a strategic partner
- Align HR strategies with business objectives
- Develop workforce planning and talent management strategies
- Design performance management systems that drive results
- Measure HR effectiveness using KPIs and analytics
- Build employee engagement and retention strategies
- Lead HR transformation initiatives
- Create a practical HR strategic roadmap

— Course Outline

DAY
1

Strategic Role of HR in Modern Organizations

- Evolution of HR from administration to strategy
- Understanding business strategy and organizational goals
- HR's contribution to competitive advantage
- Strategic HR models and frameworks
- Building HR credibility with leadership
- HR trends shaping the future workplace

DAY
2

Workforce Planning and Talent Strategy

- Strategic workforce planning process
- Identifying current and future talent needs
- Succession planning frameworks
- Recruitment strategy and employer branding
- Talent retention strategies
- Skills gap analysis and future capability planning

DAY
3

Performance Management and Employee Engagement

- Designing modern performance management systems
- Linking KPIs to strategic objectives
- Coaching and feedback culture
- Employee engagement drivers
- Reward and recognition strategies
- Managing underperformance effectively

DAY
4

HR Metrics, Analytics and Digital HR

- Measuring HR performance using KPIs
- HR dashboards and reporting tools
- Introduction to people analytics
- Using data for HR decision-making
- Digital transformation in HR
- HR technology trends and automation

DAY
5

Building the HR Strategic Roadmap

- Developing an HR strategic plan
- Prioritizing HR initiatives and investments
- Managing HR change programs
- Stakeholder communication and buy-in
- Risk management in HR strategy execution
- Final workshop: Create your HR roadmap

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Istanbul - Türkiye	€2,100
12 - 16 October 2026	Amsterdam - Netherlands	€2,125
9 - 13 November 2026	London - United Kingdom	€1,925
16 - 20 November 2026	Barcelona - Spain	€2,125
7 - 11 December 2026	Kuala Lumpur - Malaysia	€1,425
14 - 18 December 2026	Istanbul - Türkiye	€1,925
21 - 25 December 2026	Barcelona - Spain	€2,125
18 - 22 January 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.