



HUMAN RESOURCES AND TRAINING

Strategic HR, Business Partnering, and Employee Engagement

Course code: HRT-036

SPARK TRAINING

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

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— Workshop Overview

Human Resources is no longer a purely administrative function—it is a strategic driver of business performance. Organizations that successfully align HR with business strategy gain a strong competitive advantage through improved talent management, higher employee engagement, and better organizational performance. This programme is designed to develop HR professionals into strategic business partners who can influence decision-making, support leadership, and enhance workforce engagement. It focuses on transforming HR from an operational role into a value-creating strategic function. Participants will gain practical tools to strengthen HR-business alignment, improve employee engagement, and contribute directly to organizational success.

Why Attend

This programme combines strategic insight with applied HR practice:

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- Real-world HR business partnering case studies
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- Interactive workshops and group discussions
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Who Should Attend

HR Business Partners
HR Managers and Senior HR Professionals
Talent Management and OD Specialists
Employee Engagement Specialists
Line Managers and Department Heads
Professionals moving into strategic HR roles

— Learning Objectives

- Understand the role of HR as a strategic business partner
- Align HR strategies with organizational goals
- Build strong relationships with business leaders
- Improve employee engagement and retention
- Apply HR analytics for better decision-making
- Support organizational change and transformation
- Enhance HR's impact on business performance

— Course Outline

DAY
1

Strategic HR and Business Alignment

- Evolution of HR from operational to strategic role
- Understanding business strategy and HR alignment
- HR as a business partner model
- Key responsibilities of strategic HR professionals
- Linking HR initiatives to business outcomes
- Case study: HR strategic alignment

DAY
2

HR Business Partnering Skills

- Role and competencies of HR Business Partners
- Building credibility with senior leadership
- Stakeholder management and influencing skills
- Translating business needs into HR solutions
- Communication and advisory techniques
- Practical exercise: business partnering simulation

DAY
3

Employee Engagement Strategies

- Understanding employee engagement drivers
- Designing engagement frameworks
- Motivation, retention, and performance factors
- Employee experience and workplace culture
- Measuring engagement effectiveness
- Case study: improving employee engagement

DAY
4

HR Analytics and Data-Driven Decisions

- Introduction to HR analytics
- Key HR metrics and performance indicators
- Using data to support HR decisions
- Workforce insights and reporting
- Linking engagement data to business outcomes
- Practical exercise: HR data interpretation

DAY

5

Strategic HR Impact and Transformation

- HR's role in organizational change
- Supporting leadership and transformation initiatives
- Building high-performance cultures
- Continuous improvement in HR practices
- Measuring HR impact on business success
- Final case study and action planning

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Paris - France	€2,250
16 - 20 November 2026	Munich - Germany	€1,725
7 - 11 December 2026	London - United Kingdom	€2,125
21 - 25 December 2026	Barcelona - Spain	€2,125
11 - 15 January 2027	London - United Kingdom	€2,100
8 - 12 February 2027	Barcelona - Spain	€1,925
8 - 12 March 2027	Munich - Germany	€2,125
12 - 16 April 2027	London - United Kingdom	€2,100

— 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.