

Strategic Human Resources and Employee Engagement (ACHRM)

Course code: HRT-011



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— Workshop Overview

This course combines two of eight modules of the Advanced Certificate in Human Resource Management which are Strategic Human Resources and Employee Engagement. Strategic HR involves organizational planning to achieve success and create value for stakeholders. HR demonstrates value by contributing its perspective and expertise to development of the enterprise strategy, and by developing, implementing, and evaluating an HR strategy aligned with the organization's goals, values, and tactics, as defined in the enterprise strategy.

Employee Engagement solidifies the connection and relations among employee, manager, and the organization's mission, vision, values, and goals. HR demonstrates value by understanding and leveraging the employer-employee relationship from both individual and organizational perspectives, developing effective strategies to address appropriate expectations for performance and behavior from employees at all levels. Key considerations include culture, work-life balance, ethics and CSR.

Why Attend

Modules within the Advanced Certificate in Human Resource Management (ACHRM) are uniquely designed; no prerequisites are required, and the learner can enter the program at any time. Plus, the complete Certificate program involves a wide variety of learning experiences including group discussions, individual and group activities,

Who Should Attend

This course is designed specifically for HR generalists and HR specialists in the fields of strategic human resources and employee engagement

— Learning Objectives

- Strategic Human Resources Module Content Lesson 1 - Understanding Organizational Strategy Defining organizational strategy Five Types of Organizational Strategies A 6-Step Approach to Strategic Planning Developing, Creating & Choosing Metrics Lesson 2 - Formulating an HR Strategy Relationship Between Organizational Goals and HR Goals HR strategic plan objectives HR Strategic Plan Steps Lesson 3 - Creating and Executing an HR Implementation Plan Creating an execution plan for the HR strategy Change management process Other considerations when executing the HR strategic plan Employee Engagement Module Content Lesson 1 - Understanding Your Organization Exploring Organizational Culture Positive Organizational Culture Formulating an Engagement Strategy Corporate Social Responsibility Leadership and Employee Engagement Lesson 2 - Employee Engagement Employee Satisfaction Motivation Defining Engagement Types of Engagement Engagement Roles Engagement Behaviors , Drivers and Barriers Measuring Engagement Employee Lifecycle Lesson 3 - The Employee Experience What is Employee Experience (EX)? The Evolution of the Employee Experience The Origin of the Employee Experience Concept The Importance of EX The Key Stakeholders in EX The Effects of Overworking Employees Research Findings on EX Before and After COVID-19 Elements of a Successful Employee Experience Strategy Metrics to Measure Your EX Success EX Initiatives Taken by Large Organizations

— Course Outline

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Course Content

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— Upcoming Classroom Dates

Schedule available on request. Contact SPARK Training for current dates, locations, and fees.

— 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.