# Strategic Workforce Planning and Talent Optimization Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #HR3243_289394

## Course Introduction / Overview:

In today's volatile business environment, the alignment of human capital with strategic objectives is no longer a competitive advantage but a fundamental necessity for survival and growth. This course provides a comprehensive framework for mastering Strategic Workforce Planning (SWP) and Talent Optimization. It moves beyond traditional HR functions to position participants as strategic partners who can forecast talent needs, mitigate skill gaps, and build a resilient, future-ready workforce. Drawing on principles articulated by thought leaders like John Boudreau in works such as "Reinventing Jobs," this program emphasizes a data-driven approach to human capital decisions. Participants will learn to translate organizational strategy into actionable talent plans, ensuring the right people with the right skills are in the right roles at the right time. At BIG BEN Training Center, we have designed this immersive experience to equip you with the analytical tools and strategic foresight needed to drive organizational performance through effective talent management and workforce analytics. This is not just about filling vacancies; it is about architecting the human infrastructure that will sustain and propel your organization into the future.

## Target Audience / This training course is suitable for:

- Human Resources Directors and Managers.
- Talent Management Specialists and Consultants.
- HR Business Partners.
- Strategic Planning Professionals.
- Organizational Development Practitioners.
- Line Managers and Department Heads involved in talent decisions.
- Workforce Analytics and Planning Analysts.
- Senior executives seeking to align talent with business strategy.

## Target Sectors and Industries:

- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Governmental bodies and Public Sector organizations.
- Professional Services and Consulting.

## Target Organizations Departments:

- Human Resources.
- Strategic Planning and Corporate Development.
- Operations Management.
- Finance and Budgeting.
- Executive Leadership and C-Suite Offices.
- Talent Acquisition and Recruitment.
- Learning and Development.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive strategic workforce plan aligned with long-term business goals.
- Conduct thorough environmental scans and internal workforce supply analysis.
- Identify critical skill gaps and future competency requirements using advanced analytical techniques.
- Master quantitative and qualitative workforce forecasting models to predict talent needs.
- Design and implement effective talent acquisition, development, and retention strategies.
- Create robust succession plans for critical roles to ensure leadership continuity.
- Utilize HR metrics and workforce analytics to measure the impact of talent initiatives.
- Integrate diversity, equity, and inclusion principles into every stage of the workforce plan.
- Lead change management efforts associated with workforce transformation.
- Build a compelling business case for strategic workforce planning investments to senior leadership.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course utilizes a blended learning approach, incorporating expert-led presentations, in-depth case study analyses of real-world organizational challenges, and collaborative group discussions. Participants will engage in hands-on workshops and simulation exercises to practice key skills such as skills gap analysis, scenario planning, and talent forecasting. A significant portion of the program is dedicated to peer-to-peer learning, where participants can share experiences and benchmark their practices against others from diverse industries. Our facilitators act as expert guides, providing personalized feedback and encouraging critical thinking. The course culminates in the development of an actionable workforce planning framework that participants can adapt and implement within their own organizations, ensuring a direct and measurable return on their learning investment.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Workforce Planning

- The evolution from traditional HR to strategic workforce planning.
- Defining the core principles and objectives of SWP.
- Linking workforce planning directly to corporate strategy and financial goals.
- Identifying and engaging key stakeholders in the SWP process.
- Understanding the SWP maturity model and assessing your organization's current state.
- Establishing a governance structure for effective workforce planning.
- Building the business case for strategic workforce planning.

### Unit Two: Environmental Scanning and Demand Forecasting

- Conducting external environmental scanning (PESTLE analysis).
- Analyzing labor market trends, demographic shifts, and competitor strategies.
- Defining future business scenarios and their impact on talent needs.
- Applying quantitative forecasting techniques (e.g., trend analysis, regression).
- Utilizing qualitative forecasting techniques (e.g., Delphi method, nominal group technique).
- Mapping future-state organizational capabilities and critical roles.
- Translating strategic objectives into specific talent demand forecasts.

### Unit Three: Internal Workforce Analysis and Gap Identification

- Conducting a comprehensive internal workforce supply analysis.
- Analyzing employee demographics, skills inventories, and performance data.
- Mapping employee competencies and identifying proficiency levels.
- Assessing employee turnover, retirement eligibility, and internal mobility patterns.
- Conducting a formal gap analysis to compare talent demand and supply.
- Prioritizing critical talent gaps based on business impact and urgency.
- Visualizing data to communicate findings to leadership effectively.

## Unit Four: Developing and Implementing Talent Strategies

- Formulating strategies to close identified talent gaps (Build, Buy, Borrow, Bind).
- Designing targeted talent acquisition and sourcing plans for critical skills.
- Developing internal talent pipelines through career pathing and mobility programs.
- Creating robust succession plans for leadership and key technical roles.
- Implementing targeted learning and development initiatives to upskill the workforce.
- Designing effective employee retention and engagement strategies.
- Integrating the workforce plan with performance management and compensation systems.

## Unit Five: Measurement, Technology, and the Future of Work

- Establishing key performance indicators (KPIs) and metrics to measure SWP effectiveness.
- Leveraging HR technology and workforce analytics platforms.
- Implementing an agile approach to workforce planning for greater flexibility.
- Integrating diversity, equity, and inclusion into all talent strategies.
- Planning for the impact of automation, AI, and the gig economy.
- Managing a contingent and blended workforce effectively.
- Sustaining the SWP process and fostering a culture of continuous planning.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

How can organizations balance the need for long-term strategic workforce planning with the increasing demand for agile, short-term talent deployment?

## What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by moving beyond theoretical frameworks to focus on the practical, data-driven execution of strategic workforce planning. Unlike programs that offer a siloed view of HR functions, this course integrates workforce planning with corporate strategy, finance, and operations, fostering a truly holistic business perspective. We emphasize the development of analytical acumen, equipping participants not just with the 'what' but the 'how' of workforce analytics—enabling them to translate raw data into predictive insights and compelling business cases. The curriculum is uniquely forward-looking, addressing contemporary challenges such as the gig economy, automation, and the need for agile talent deployment. Our methodology prioritizes hands-on application through complex case studies and simulations, ensuring participants leave with a tangible action plan, not just a binder of notes. The course cultivates a strategic mindset, transforming HR professionals into indispensable business partners who can architect a workforce that is not only efficient for today but also resilient and adaptable for the challenges of tomorrow.