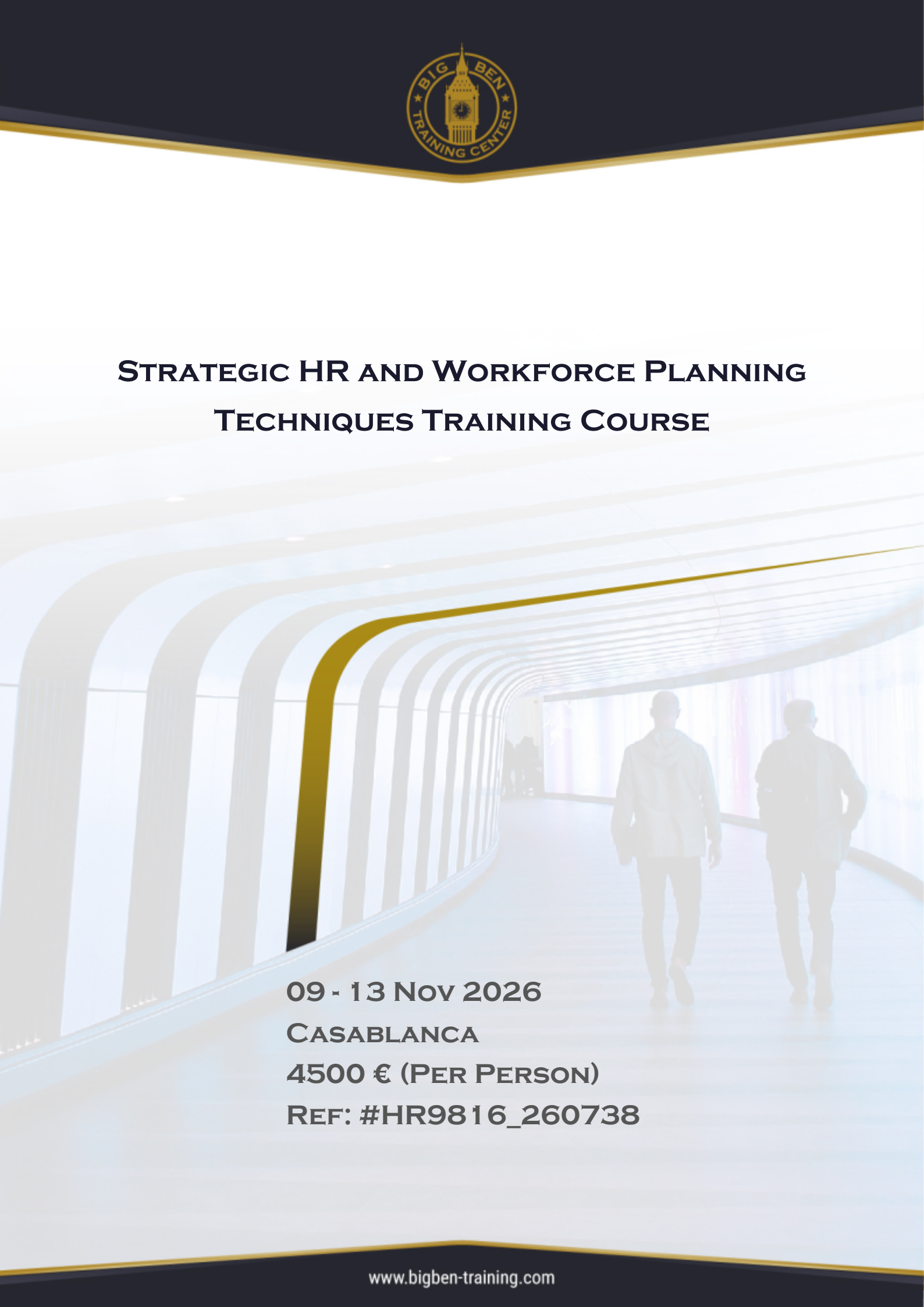
Strategic HR and Workforce Planning Techniques Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR9816_260738

Course Introduction / Overview:

In today's dynamic business environment, the human resource's function has evolved from a purely administrative role to a critical strategic partner in achieving organizational goals. This transformation requires HR professionals to master the art and science of aligning people strategies with corporate objectives. This course provides a comprehensive framework for developing and implementing robust HR strategies and sophisticated workforce planning techniques. Drawing on foundational concepts from thought leaders like Dave Ulrich, particularly his work on HR's value proposition detailed in books such as "Human Resource Champions," participants will learn to move beyond reactive measures. The curriculum is designed to equip attendees with the tools to anticipate future talent needs, analyze workforce data, and build a resilient, high-performing organization. At BIG BEN Training Center, we have crafted this program to bridge the gap between theoretical knowledge and practical application, ensuring that you can translate strategic insights into tangible results, drive organizational change, and secure a competitive advantage through effective human capital management. This journey will cover everything from strategic analysis and forecasting to implementing talent management and succession planning initiatives that deliver measurable business impact.

Target Audience / This training course is suitable for:

- Human Resources Managers and Directors.
- HR Business Partners.
- Workforce Planning Analysts and Specialists.
- Talent Acquisition and Recruitment Leaders.
- Organizational Development Professionals.
- Strategic Planning Executives.
- Department Heads and Line Managers involved in talent decisions.
- HR Generalists seeking to advance into a strategic role.

Target Sectors and Industries:

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

Target Organizations Departments:

- Human Resources Department.
- Strategic Planning Department.
- Talent Management and Acquisition.
- Organizational Development.
- Finance and Budgeting Departments.
- Operations Management.
- Learning and Development.

Course Offerings:

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

- Align human resource strategies with overarching business goals and objectives.
- Conduct comprehensive environmental scans to identify external factors impacting the workforce.
- Develop accurate workforce demand and supply forecasting models.
- Perform gap analysis to identify current and future talent shortages and surpluses.
- Design and implement effective talent acquisition and retention strategies.
- Create robust succession planning programs to ensure leadership continuity.
- Utilize HR analytics and metrics to make data-driven strategic decisions.
- Develop action plans to address workforce gaps and build organizational capabilities.
- Measure the return on investment (ROI) of strategic HR initiatives.
- Champion the role of HR as a strategic partner within the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring a deep and practical understanding of strategic HR and workforce planning. We move beyond traditional lectures to create a dynamic learning environment where theoretical concepts are immediately applied to real-world scenarios. The course heavily utilizes case studies from diverse industries, allowing participants to analyze complex business challenges and formulate strategic HR solutions. Collaborative group exercises and workshops encourage peer-to-peer learning and the exchange of best practices. Interactive sessions, facilitated discussions, and brainstorming activities are central to our approach, enabling participants to explore concepts in depth and relate them to their own organizational contexts. Practical application is reinforced through the development of a sample workforce plan and strategic HR initiatives. Our expert facilitators provide continuous guidance and constructive feedback, ensuring that each participant leaves with not only new knowledge but also the confidence and skills to implement these advanced techniques effectively in their workplace, driving tangible business outcomes.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Human Resource Management

- The evolution from traditional personnel management to strategic HR.
- Understanding the link between business strategy and HR strategy.
- Key frameworks for strategic HR, including the Ulrich Model.
- The role of the HR Business Partner in strategic execution.
- Conducting a SWOT analysis for the HR function.
- Aligning HR goals with organizational vision and mission.
- Communicating the value proposition of strategic HR to stakeholders.

Unit Two: The Workforce Planning Process

- Introduction to the principles and importance of workforce planning.
- The five-step workforce planning model.
- Environmental scanning and external labor market analysis.
- Techniques for forecasting future workforce demand.
- Methods for analyzing internal workforce supply and capabilities.
- Conducting a comprehensive gap analysis.
- Developing and evaluating different scenario planning models.

Unit Three: Strategic Talent Acquisition and Management

- Designing a proactive and strategic talent acquisition plan.
- Integrating competency models into recruitment and selection.
- Advanced sourcing techniques for critical roles.
- Building a compelling employer brand to attract top talent.
- Strategic onboarding for improved retention and performance.
- Aligning performance management systems with business objectives.
- Developing a robust internal talent pipeline.

Unit Four: Retention, Engagement, and Succession Planning

- Identifying the key drivers of employee engagement and retention.
- Developing and implementing effective employee retention strategies.
- The critical role of leadership in fostering an engaging culture.
- Designing a formal succession planning program.
- Identifying high-potential employees and creating development paths.
- Strategies for effective knowledge transfer and management.
- Linking compensation and rewards to strategic goals.

Unit Five: HR Analytics and Measuring Strategic Impact

- Introduction to HR analytics and data-driven decision-making.
- Identifying key HR metrics and Key Performance Indicators (KPIs).
- Building an effective HR dashboard to track strategic progress.
- Calculating the Return on Investment (ROI) of HR initiatives.
- Using data to tell a compelling story to senior leadership.
- Ethical considerations in using workforce data.
- Future trends in strategic HR and the future of work.

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 an organization's HR strategy effectively balance the need for workforce agility and flexibility with the goal of building long-term employee loyalty and institutional knowledge?

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

This course distinguishes itself by providing a deeply integrated and holistic perspective on human resources, moving beyond siloed functions to present a unified strategic framework. Unlike programs that focus narrowly on either strategy formulation or planning techniques, this training course meticulously connects the dots between high-level business objectives and the granular, day-to-day execution of workforce and talent plans. We emphasize a data-driven, analytical approach, equipping participants not just with the "what" but the "why" and "how" of strategic HR, grounded in established academic models from thinkers like Dave Ulrich and contemporary best practices. The curriculum is uniquely structured to build skills progressively, starting from foundational strategic alignment and culminating in the ability to measure and articulate the financial and operational impact of HR initiatives. Furthermore, the course places a strong emphasis on future-proofing the workforce, addressing emerging trends like agile HR, the gig economy, and digital transformation. Participants will leave with a comprehensive toolkit to transform their HR function into a proactive, value-adding business partner capable of navigating complexity and driving sustainable organizational success.