Strategic HR for Non-HR Managers Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #MA7826_295551

Course Introduction / Overview:

In today's dynamic business environment, the responsibility for effective people management extends far beyond the traditional Human Resources department. This course is meticulously designed for managers and leaders who do not have a formal HR background but are required to handle HR-related functions as part of their roles. It bridges the critical gap between operational management and strategic human capital development, empowering leaders to make informed decisions that enhance team performance, boost employee engagement, and ensure legal compliance. Drawing upon foundational principles articulated by HR thought leaders like Dave Ulrich in his influential work, "Human Resource Champions," this program reframes HR from an administrative function to a strategic partner in achieving business objectives. Participants will explore the entire employee lifecycle, from talent acquisition to performance management and employee relations. At BIG BEN Training Center, we provide the essential tools and frameworks to transform managers into confident people leaders who can build and sustain high-performing teams, mitigate risks, and contribute directly to the organization's bottom line. This training is not about turning managers into HR experts but about equipping them with the necessary HR acumen to excel in their leadership roles and drive organizational success through its most valuable asset: its people.

Target Audience / This training course is suitable for:

- Department Heads and Directors.
- Team Leaders and Supervisors.
- Project Managers.
- Operations Managers.
- New and Aspiring Managers.
- Functional Managers from non-HR departments.
- Small Business Owners and Entrepreneurs.

Target Sectors and Industries:

- Technology and Information Technology.
- Healthcare and Pharmaceuticals.
- Financial Services and Banking.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Professional Services and Consulting.
- Government and Public Sector Agencies.
- Non-Profit Organizations.

Target Organizations Departments:

- Operations and Production.
- Sales and Marketing.
- Finance and Accounting.
- Information Technology (IT).
- Research and Development (R&D).
- Customer Service and Support.
- Logistics and Supply Chain.
- Project Management Office (PMO).

Course Offerings:

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

- Align departmental people management practices with the organization's strategic HR objectives.
- Confidently manage the core aspects of the talent acquisition process, from interviewing to onboarding.
- Implement effective performance management cycles that drive continuous improvement and employee growth.
- Navigate complex employee relations issues, including conflict resolution and disciplinary actions, with fairness and legality.
- Foster a positive and engaging work environment to improve team morale and retention.
- Understand the fundamentals of compensation, benefits, and their impact on employee motivation.
- Ensure departmental compliance with key employment laws and regulations to minimize organizational risk.
- Utilize basic HR metrics to make data-informed decisions about their teams.
- Develop coaching and mentoring skills to support employee development and succession planning.
- Lead their teams through organizational change with greater effectiveness and empathy.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in the workplace. We move beyond traditional lecture-based formats to create a dynamic and collaborative learning environment. The course heavily emphasizes experiential learning through real-world case studies, allowing participants to analyze complex HR scenarios and develop practical solutions. Group discussions and brainstorming sessions encourage the sharing of diverse perspectives and experiences, enriching the learning process for all. Role-playing exercises provide a safe space to practice sensitive conversations, such as performance reviews and conflict resolution, with constructive feedback from the facilitator and peers. The program incorporates a blend of expert-led instruction, interactive workshops, and self-reflection activities. Participants will work with practical tools and templates that they can adapt for use within their own teams. Our approach ensures that learning is not just theoretical but is firmly grounded in the day-to-day challenges and responsibilities faced by non-HR managers, fostering both competence and confidence in their people management skills.

Course Agenda (Course Units):

Unit One: The Manager's Role in Strategic Human Resources

- The evolution of HR from an administrative to a strategic function.
- Understanding the partnership between line managers and the HR department.
- Key HR terminology and concepts for non-HR professionals.
- The legal framework of employment: what every manager needs to know.
- Avoiding common legal pitfalls in hiring, discipline, and termination.
- Linking departmental objectives to the organization's overall HR strategy.
- The manager's role in building and maintaining a positive organizational culture.

Unit Two: Talent Acquisition and Effective Onboarding

- Defining job requirements and creating compelling job descriptions.
- Fundamentals of sourcing and screening potential candidates.
- Conducting structured and legally compliant interviews.
- Utilizing behavioral interviewing techniques like the STAR method.
- Making effective hiring decisions and extending job offers.
- The critical importance of a structured onboarding process.
- Integrating new hires into the team and company culture for long-term success.

Unit Three: Performance Management and Employee Development

- Setting clear, measurable, and motivating performance goals (SMART).
- Conducting effective and constructive performance appraisal meetings.
- Providing continuous feedback and coaching for performance improvement.
- Managing underperformance and addressing performance gaps proactively.
- Creating individual development plans to support career growth.
- Identifying high-potential employees and fundamentals of succession planning.
- The manager's role as a coach and mentor for their team.

Unit Four: Fostering Employee Engagement and Positive Relations

- Understanding the key drivers of employee motivation and engagement.
- Strategies for creating a positive and productive work environment.
- Effective communication techniques for building trust and rapport.
- Managing and resolving conflict within the team.
- Handling employee grievances and complaints fairly and consistently.
- Fundamentals of disciplinary procedures and documentation.
- Recognizing and rewarding employee contributions effectively.

Unit Five: Compensation, Compliance, and Leading Change

- Understanding the basics of compensation philosophy and structures.
- Communicating total rewards and benefits to employees.
- Ensuring compliance with wage, hour, and leave laws.
- Promoting a safe and healthy work environment.
- The manager's role in diversity, equity, and inclusion initiatives.
- Using basic HR data and metrics to inform management decisions.
- Leading teams effectively through periods of organizational change.

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 a non-HR manager effectively champion organizational culture change while balancing operational demands and individual team member needs?

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

This course distinguishes itself by focusing squarely on the practical, real-world application of HR principles from the perspective of a non-HR manager. Unlike theoretical programs that aim to cover the entire breadth of the HR profession, our curriculum is strategically curated to equip leaders with the most critical people management skills needed to drive team performance and mitigate risk. We move beyond administrative checklists to explore the strategic nuances of leadership, such as fostering psychological safety, driving employee engagement, and navigating the legal complexities of the modern workplace. The content is delivered through a lens of operational reality, acknowledging the time constraints and competing priorities that managers face. Through extensive use of case studies and role-playing scenarios drawn from actual workplace situations, participants don't just learn theory; they practice and refine the skills of coaching, providing feedback, and resolving conflict. The emphasis is on building leadership capability and confidence, empowering managers to handle sensitive employee situations with professionalism and empathy, thereby transforming them into more effective and strategic leaders of people, which is the ultimate competitive advantage for any organization.