Strategic Workforce Planning and Talent Management Excellence Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA8390_281174

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the critical, interconnected disciplines of Strategic Workforce Planning (SWP) and Talent Management. In today's volatile business environment, aligning human capital with organizational strategy is no longer a luxury but a necessity for survival and growth. This program is designed to move beyond traditional HR functions, equipping participants with the advanced skills to forecast future talent needs, identify critical skill gaps, and develop robust strategies for attracting, developing, and retaining top performers. Drawing on seminal concepts from thought leaders like Dave Ulrich, who emphasizes the role of HR as a strategic partner, the course explores how to build a proactive and agile workforce. Participants will learn to leverage workforce analytics and predictive modeling to make data-driven decisions, ensuring the right people with the right skills are in the right roles at the right time. BIG BEN Training Center has meticulously crafted this curriculum to bridge the gap between theory and practice, referencing practical frameworks discussed in works like "The Talent Management Handbook" to provide actionable insights that drive tangible business results and create a sustainable competitive advantage.

Target Audience / This training course is suitable for:

- Human Resources Directors and Managers.
- Talent Management Specialists and Coordinators.
- Strategic Workforce Planners and HR Analysts.
- HR Business Partners.
- Organizational Development Professionals.
- Line Managers and Department Heads involved in talent decisions.
- Business Leaders and Executives seeking to align talent with strategy.
- Recruitment and Talent Acquisition Leaders.

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.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources Department.
- Strategic Planning and Corporate Development Department.
- Operations Management.
- All departmental leadership teams.
- Finance and Budgeting Department.
- Organizational Development Department.

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 objectives.
- Conduct thorough workforce supply and demand forecasting.
- Implement a data-driven skills gap analysis to identify critical talent needs.
- Design and execute effective talent acquisition and sourcing strategies.
- Create a compelling Employee Value Proposition (EVP) to attract top talent.
- Master the principles of succession planning for key leadership and critical roles.
- Develop robust employee retention and engagement programs.
- Utilize HR metrics and workforce analytics for informed decision-making.
- Integrate talent management processes across the entire employee lifecycle.
- Lead change management initiatives related to workforce transformation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in the workplace. We believe in an experiential learning approach that moves beyond passive listening. The course incorporates a dynamic blend of expert-led presentations, in-depth case study analyses of real-world organizational challenges, and collaborative group discussions that encourage peer-to-peer learning. Participants will engage in hands-on workshops and practical exercises, such as developing a mini workforce plan or designing a succession planning matrix. Interactive sessions, brainstorming activities, and problem-solving scenarios are central to the learning experience, fostering critical thinking and innovative solutions. Our expert facilitators provide continuous feedback and guide participants in creating personalized action plans. This blended learning environment ensures a comprehensive understanding of strategic workforce planning and talent management principles, transforming theoretical knowledge into practical, applicable skills.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Workforce Planning and Talent Management

- The strategic role of human resources in modern organizations.
- Defining Strategic Workforce Planning (SWP) and its core components.
- The symbiotic relationship between workforce planning and talent management.
- Aligning HR strategy with overall business goals and objectives.
- Understanding the complete talent management lifecycle.
- Key frameworks and models for integrated talent strategy.
- Identifying stakeholders and gaining buy-in for SWP initiatives.

Unit Two: Workforce Analytics, Forecasting, and Gap Analysis

- Conducting an environmental scan for external factors and trends.
- Analyzing the current workforce profile and internal supply.
- Techniques for forecasting future talent demand.
- Quantitative and qualitative forecasting methods.
- Conducting a comprehensive skills gap analysis.
- Competency mapping and identifying critical roles.
- Utilizing HR metrics and dashboards for effective reporting.

Unit three: Strategic Talent Acquisition and Onboarding

- Developing a proactive and strategic sourcing plan.
- Building a strong employer brand and Employee Value Proposition (EVP).
- Leveraging technology and social media in recruitment.
- Advanced interviewing techniques and selection methodologies.
- Creating a world-class onboarding experience for new hires.
- Measuring the effectiveness of talent acquisition efforts.
- Strategies for diversity and inclusion in recruitment.

Unit Four: Developing and Retaining High-Performing Talent

- Designing effective performance management systems.
- The principles and process of robust succession planning.
- Identifying and developing high-potential employees (HiPos).
- Implementing impactful employee engagement and retention strategies.
- Career pathing and internal talent mobility programs.
- The role of learning and development in closing skill gaps.
- Building a culture of continuous feedback and coaching.

Unit Five: Integration, Technology, and the Future of Work

- Integrating all elements of talent management into a cohesive system.
- The role of HR technology (HRIS) in enabling talent strategy.
- Managing change during workforce transformation.
- Building organizational agility through talent management.
- Future trends in work, the workforce, and the workplace.
- Measuring the return on investment (ROI) of talent initiatives.
- Developing a personal action plan for implementation.

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:

In an era of rapid technological disruption and changing work models, how can organizations balance the need for specialized skills with the cultivation of adaptable, lifelong learners within their talent management framework?

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

This course distinguishes itself by its deeply integrated and strategic approach, treating workforce planning and talent management not as separate HR functions but as a single, cohesive driver of business success. While many programs focus on the "what" and "why," this training course emphasizes the "how," providing participants with practical, step-by-step methodologies and actionable frameworks that can be immediately implemented. We move beyond generic theories to explore the nuanced challenges of execution, from securing executive buy-in to navigating the complexities of change management. The curriculum is built on a foundation of data-driven decision-making, equipping participants with the skills to leverage workforce analytics for predictive insights rather than just historical reporting. Furthermore, the course content is forward-looking, addressing the future of work, the impact of automation, and the necessity of building an agile and resilient workforce. The focus on creating a personalized action plan ensures that learning is translated into tangible organizational value, making this a transformative experience rather than just a training event.