

HR AS A STRATEGIC PARTNER



GENTEX[®]
TRAINING CENTER



Introduction

HR as a Strategic Partner Training Course equips human resources professionals with the skills to shift from administrative tasks to strategic business contribution. This program shows how HR leaders can align workforce planning with organizational goals, using proven models such as the Ulrich Business Partner Model and the Balanced Scorecard. Furthermore, participants will explore how data-driven decision-making strengthens HR's voice in the boardroom. Gentex Training Center designed this course to help HR practitioners build credibility, influence senior leadership, and drive measurable business outcomes. As a result, graduates will return to their organizations ready to act as trusted advisors who connect people strategy with overall company performance.

HR as a Strategic Partner Course Objectives

- Understand the shift from traditional HR to strategic business partnering
- Apply the Ulrich Business Partner Model to real organizational structures
- Align HR strategy with overall business objectives using the Balanced Scorecard
- Build workforce planning processes that support long-term company growth
- Use HR analytics and KPIs to measure and communicate HR's business impact
- Develop competency frameworks that link talent management to strategic priorities
- Strengthen skills in change management using Kotter's 8-step model
- Create an effective employee value proposition (EVP) to attract and retain talent
- Improve stakeholder engagement and influence with senior leadership teams
- Design succession planning strategies that protect critical business roles

Course Methodology

- Interactive lectures introducing core strategic HR concepts and models
- Case studies examining real-world HR business partnering challenges

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Group discussions and workshops applying the Ulrich Model and Balanced Scorecard
- Practical exercises in workforce planning and HR analytics
- Role-play scenarios to strengthen stakeholder communication skills
- Continuous feedback and open discussion sessions throughout the course

Who Should Take This Course

- HR managers and officers moving into strategic roles
- HR business partners seeking to strengthen their influence
- Talent management and organizational development professionals
- Department heads collaborating closely with HR teams
- Senior HR executives responsible for workforce strategy
- Consultants advising organizations on human capital strategy

HR as a Strategic Partner Course Outlines

Day 1: Foundations of Strategic HR

- Evolution of HR from administrative function to strategic partner
- Overview of the Ulrich Business Partner Model
- Key differences between operational and strategic HR roles
- Linking HR strategy to organizational mission and vision
- Introduction to the Balanced Scorecard for HR
- Identifying stakeholders and their expectations
- Case study: successful HR transformation examples

Day 2: Workforce Planning and Talent Strategy



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Principles of strategic workforce planning
- Forecasting talent needs against business growth
- Building competency frameworks aligned with strategy
- Talent segmentation and critical role identification
- Succession planning fundamentals
- Integrating diversity and inclusion into workforce plans
- Workshop: drafting a workforce plan

Day 3: HR Analytics and Performance Measurement

- Introduction to HR analytics and data sources
- Selecting relevant HR KPIs for business impact
- Using dashboards to report HR metrics
- Linking HR data to financial and operational outcomes
- Predictive analytics for turnover and retention
- Presenting HR data to senior leadership
- Practical exercise: building an HR KPI dashboard

Day 4: Leading Organizational Change

- Introduction to Kotter's 8-step change model
- Role of HR in leading and supporting change
- Managing resistance to organizational change
- Communication strategies during transformation
- Building change-ready culture and leadership
- Case study: HR-led change initiative
- Workshop: developing a change management plan





Day 5: Strategic Influence and Employee Value Proposition

- Building credibility as a trusted business advisor
- Strengthening stakeholder engagement and negotiation skills
- Designing a compelling employee value proposition (EVP)
- Aligning EVP with employer branding strategy
- Measuring the impact of HR strategic initiatives
- Action planning for post-course implementation
- Course wrap-up and key takeaways

Conclusion

By successfully completing HR as a Strategic Partner Training Course, participants will have acquired practical knowledge of strategic workforce planning, HR analytics, change management, and employee value proposition design. Moreover, they will understand how to apply the Ulrich Business Partner Model and Balanced Scorecard to strengthen HR's influence within their organizations. Gentex Training Center equips participants with the tools needed to move beyond administrative HR functions and become trusted strategic advisors who directly contribute to business performance and long-term organizational success.

FAQs



Q1 What is the "HR as a Strategic Partner" course about?

This course explains how HR professionals can transition from administrative duties to strategic business roles. It covers models such as the Ulrich Business Partner Model, workforce planning, and HR analytics, helping participants align human resources strategy with overall organizational goals and performance.

Q2 What are the key benefits of the "HR as a Strategic Partner" course?

Participants gain the ability to influence senior leadership, align HR initiatives with business strategy, and measure HR's impact using data. As a result, they build stronger organizational credibility and contribute directly to achieving long-term company objectives.

Q3 What skills will I gain from the "HR as a Strategic Partner" course?

Participants strengthen skills in strategic workforce planning, HR analytics, change management, and employee value proposition design. These core competencies enable HR professionals to act as trusted advisors who support business growth and organizational transformation.



Q4 What tools, methods, or standards are covered in the "HR as a Strategic Partner" course?

The course covers the Ulrich Business Partner Model, Balanced Scorecard, Kotter's 8-step change model, competency frameworks, and HR KPI dashboards. These frameworks give participants practical, research-based methods for strategic HR decision-making and implementation.

Q5 How is the "HR as a Strategic Partner" course applied in real-world practice?

Participants apply workforce planning techniques, HR analytics, and change management strategies directly to real business challenges. Furthermore, they use case studies and workshops to design practical solutions for talent management and organizational performance improvement.