

STRATEGIC HUMAN RESOURCE MANAGEMENT COURSE: OPTIMIZE YOUR TALENT STRATEGY



GENTEX[®]
TRAINING CENTER



Introduction

Organizations succeed when their people strategy supports their business goals. The Strategic Human Resource Management Training Course: Optimize Your Talent Strategy from Gentex Training Center shows HR professionals how to build that link. Participants learn to plan the workforce, attract skilled talent, and retain high performers. Furthermore, they explore performance management, reward design, and organizational culture. The course also introduces HR analytics, so participants can base decisions on data. As a result, HR teams move from administrative support to strategic partnership. Each day combines clear frameworks with practical tools. In addition, participants apply every concept to realistic workplace situations, so they can shape a talent strategy that delivers measurable results.

Strategic Human Resource Management Course Objectives

- Align HR strategy with business goals by using the Ulrich HR model and the balanced scorecard framework.
- Assess the business environment with SWOT and PESTLE analysis to guide strategic people decisions and long-term planning.
- Develop workforce plans through demand forecasting, skills gap analysis, and structured succession planning models.
- Design an employee value proposition and recruitment strategy that attracts and secures the right talent.
- Build competency frameworks and apply them in selection, development, training, and career pathing decisions.
- Use the 9-box grid and structured talent reviews to identify, develop, and retain high-potential employees.

LEARN BOLD. LEAD BEYOND

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



- Create performance management systems that combine OKRs, KPIs, continuous coaching, and 360-degree feedback tools.
- Design fair reward structures using job evaluation, salary grading, and market benchmarking methods.
- Lead organizational change and culture initiatives by using the ADKAR and Kotter models.
- Measure HR impact with HR analytics, turnover rates, cost-per-hire, and the HR scorecard for senior leaders.

Course Methodology

- Interactive lectures explain core strategic HR concepts and models.
- Case studies from global organizations show how leading HR teams solve real problems.
- Group workshops let participants build workforce plans and talent scorecards.
- Role-plays and simulations strengthen change leadership and feedback skills.
- Templates and toolkits give participants ready-to-use HR documents.
- Action planning sessions help participants turn learning into a personal implementation roadmap.
- Facilitator feedback and open discussions connect each topic to workplace needs.

Who Should Take This Course

- HR directors, HR managers, and HR business partners who shape people strategy
- Talent acquisition, learning and development, and compensation and benefits specialists
- Department heads and line managers who lead teams and manage talent
- Senior executives responsible for workforce planning and organizational performance
- Organizational development and change management professionals
- Professionals preparing to move into strategic HR roles
- Consultants who advise clients on people strategy and HR transformation





Strategic Human Resource Management Course Outlines

Day 1: Foundations of Strategic HRM

- Shift from personnel administration to strategic HR partnership
- Ulrich HR model and the role of the HR business partner
- Link between business strategy and HR strategy
- Environmental scanning with SWOT and PESTLE analysis
- Balanced scorecard and strategy maps for HR
- Building a clear HR value proposition
- Workshop: drafting an HR strategy statement

Day 2: Workforce Planning and Talent Acquisition

- Workforce demand and supply forecasting methods
- Skills gap analysis and headcount planning
- Succession planning and internal talent pipelines
- Employer branding and employee value proposition design
- Competency-based recruitment and selection
- Structured interviews and assessment centers
- Onboarding strategies that speed up productivity

Day 3: Talent Development and Performance Management

LEARN BOLD. LEAD BEYOND

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



- Competency frameworks and career pathing models
- Learning needs analysis and the Kirkpatrick evaluation model
- The 70-20-10 learning approach
- Goal setting with OKRs and KPIs
- 360-degree feedback and coaching conversations
- The 9-box grid and talent review meetings
- Leadership pipelines and high-potential programs

Day 4: Rewards, Engagement, and Culture

- Job evaluation and salary grading systems
- Market benchmarking and total rewards design
- Incentive schemes and recognition programs
- Employee engagement surveys and eNPS
- Retention strategies and turnover analysis
- Organizational culture models such as Schein and Denison
- Diversity, equity, and inclusion strategy

Day 5: HR Analytics, Change, and Implementation

- Core HR metrics: turnover, cost-per-hire, and time-to-fill
- HR scorecards and dashboards in Excel and Power BI
- Predictive analytics for attrition and workforce trends
- Change leadership with the Kotter and ADKAR models
- Business cases for HR initiatives
- Strategic HR implementation roadmap
- Action planning and final presentations





Conclusion

By successfully completing the Strategic Human Resource Management Training Course: Optimize Your Talent Strategy, participants will gain a clear understanding of how to align HR with business goals. They will also acquire practical knowledge of workforce planning, talent acquisition, performance management, and reward design. Furthermore, they will know how to use HR analytics and change models to support decisions. As a result, participants can build and manage a talent strategy that improves engagement and business results. Gentex Training Center delivers this knowledge through practical, expert-led learning.

FAQs

Q1 What is the "Strategic Human Resource Management" course about?

The course teaches how to link HR practices to business strategy. Participants study workforce planning, talent acquisition, performance management, rewards, and HR analytics. Furthermore, they learn to design a talent strategy that supports long-term organizational goals and improves employee engagement.

Q2 What are the key benefits of the "Strategic Human Resource Management" course?

The course helps organizations attract, develop, and keep skilled employees. It also improves HR decision-making through data and proven frameworks. As a result, participants can reduce turnover, strengthen engagement, and show the business value of HR to senior leaders.



Q3 What skills will I gain from the "Strategic Human Resource Management" course?

Participants gain four core skills: strategic workforce planning, talent acquisition and retention, performance and reward management, and HR analytics. In addition, they practice using these skills through case studies and workshops, so they can apply them directly in their organizations.

Q4 What tools, methods, or standards are covered in the "Strategic Human Resource Management" course?

The course covers the Ulrich HR model, balanced scorecard, SWOT and PESTLE analysis, and the 9-box grid. It also includes OKRs, 360-degree feedback, the Kirkpatrick model, the ADKAR and Kotter change models, and HR dashboards built in Excel or Power BI.

Q5 How is the "Strategic Human Resource Management" course applied in real-world practice?

HR teams use workforce plans to fill future skill gaps, talent reviews to build succession pipelines, and OKRs to guide performance. Furthermore, they use engagement surveys and HR dashboards to spot risks early, so leaders can act before turnover or productivity problems grow.