

STRATEGIC HUMAN RESOURCE MANAGEMENT FOR BUSINESS LEADERS



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TRAINING CENTER



Introduction

Business leaders own the results of their people strategy. The Strategic Human Resource Management Training Course for Business Leaders from Gentex Training Center helps leaders turn HR into a true driver of performance. Participants learn how talent decisions affect growth, cost, and risk. Furthermore, they study workforce planning, leadership succession, performance systems, and employee engagement. The course also shows leaders how to read HR data and challenge it with confidence. As a result, participants can partner with HR teams more effectively. Each day combines proven frameworks with practical exercises. In addition, participants work on real leadership scenarios, so they can build a talent agenda that supports their business strategy.

Strategic Human Resource Management for Business Leaders Course Objectives

- Link business strategy to people strategy using the Ulrich HR model and the balanced scorecard framework.
- Assess workforce risks and opportunities with SWOT, PESTLE, and scenario planning tools to guide long-term leadership decisions.
- Forecast talent needs with workforce planning, skills gap analysis, and headcount budgeting methods across business units.
- Build a strong employer brand and employee value proposition to attract and keep key talent.
- Plan leadership succession with the 9-box grid, talent reviews, and structured leadership pipelines.
- Set clear goals and drive accountability through OKRs, KPIs, and continuous performance conversations.
- Apply job evaluation, market benchmarking, and total rewards principles to align pay with performance.

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- Strengthen engagement and culture using engagement surveys, eNPS, and the Denison culture model.
- Guide organizational change with the Kotter and ADKAR models and clear leadership communication.
- Track HR impact with turnover, cost-per-hire, and productivity metrics in HR dashboards and the HR scorecard.

Course Methodology

- Executive-style briefings explain strategic HR models in clear, practical terms.
- Case studies from global companies show how leaders solve talent challenges.
- Group workshops help participants build talent plans and succession maps.
- Leadership simulations strengthen decisions on hiring, rewards, and change.
- Ready-to-use templates and HR dashboards support immediate workplace application.
- Peer discussions and facilitator feedback connect every topic to real business needs.
- Action planning sessions turn learning into a personal leadership roadmap.

Who Should Take This Course

- CEOs, general managers, and managing directors who own workforce strategy
- Senior executives and division heads who lead large teams
- Department managers and line managers responsible for talent decisions
- Business unit leaders who partner closely with HR
- HR directors and HR business partners who advise senior leaders
- Entrepreneurs and business owners who are scaling their organizations
- Newly promoted leaders preparing for broader people responsibilities





Strategic Human Resource Management for Business Leaders Course Outlines

Day 1: Aligning People Strategy with Business Strategy

- Role of HR in modern business leadership
- Ulrich HR model and the HR business partner
- Link between business strategy and workforce strategy
- Strategic analysis with SWOT and PESTLE tools
- Balanced scorecard and strategy maps for people goals
- Leader responsibilities in talent management and people decisions
- Workshop: mapping people priorities to business goals

Day 2: Workforce Planning and Talent Attraction

- Demand and supply forecasting for workforce needs
- Skills gap analysis and headcount budgeting
- Build, buy, or borrow talent decisions
- Employer branding and employee value proposition
- Competency-based hiring and structured interviews
- Assessment centers for senior and critical roles
- Onboarding plans that accelerate leadership impact

Day 3: Performance, Development, and Succession

- Goal setting with OKRs and KPIs
- Continuous feedback and coaching conversations

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- 360-degree feedback for leaders and teams
- Learning strategy and the 70-20-10 model
- The 9-box grid and talent review meetings
- Leadership pipelines and succession planning
- Retention plans for high-potential employees

Day 4: Rewards, Engagement, and Culture

- Job evaluation and salary grading structures
- Market benchmarking and total rewards strategy
- Incentive plans linked to business results
- Engagement surveys and employee net promoter score
- Culture assessment with the Denison model
- Diversity, equity, and inclusion in leadership practice
- Employee relations and workplace risk management

Day 5: HR Analytics, Change Leadership, and Action Planning

- Core HR metrics: turnover, cost-per-hire, and time-to-fill
- HR scorecards and dashboards in Excel and Power BI
- Using workforce data to support business cases
- Change leadership with the Kotter and ADKAR models
- Communication plans for organizational change
- Strategic people agenda and implementation roadmap
- Action plan presentations and expert feedback





Conclusion

By successfully completing the Strategic Human Resource Management Training Course for Business Leaders, participants will gain a clear understanding of how talent strategy drives business results. They will also acquire practical knowledge of workforce planning, succession, performance management, and rewards. Furthermore, they will know how to use HR data and change models to guide leadership decisions. As a result, participants can lead people with more confidence and partner with HR more effectively. Gentex Training Center delivers this knowledge through expert-led, practical learning.

FAQs

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

The course shows business leaders how to use HR as a strategic tool. Participants study workforce planning, succession, performance management, rewards, and engagement. Furthermore, they learn to read HR data and build a talent agenda that supports business strategy and growth.

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

The course helps leaders make better talent decisions and reduce people-related risks. It also strengthens their partnership with HR teams. As a result, participants can improve retention, raise engagement, and connect workforce investments to business results with clear evidence.



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

Participants gain four core skills: strategic workforce planning, talent and succession management, performance and reward strategy, and HR analytics. In addition, they practice each skill through case studies, simulations, and workshops, so they can apply it directly in their own organizations.

Q4 What tools, methods, or standards are covered in the "Strategic Human Resource Management for Business Leaders" 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 Denison culture model, the Kotter and ADKAR change models, and HR dashboards built in Excel or Power BI.

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

Leaders use workforce plans to prepare for growth, talent reviews to protect critical roles, and OKRs to align teams. Furthermore, they use HR dashboards and engagement data to spot risks early, so they can act before turnover or performance problems affect results.