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HUMAN RESOURCES AND TRAINING | HRT-036

Strategic HR, Business Partnering, and Employee Engagement

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Course content

Why Attend

Human Resources is no longer a purely administrative function—it is a strategic driver of business performance. Organizations that successfully align HR with business strategy gain a strong competitive advantage through improved talent management, higher employee engagement, and better organizational performance.

This programme is designed to develop HR professionals into strategic business partners who can influence decision-making, support leadership, and enhance workforce engagement. It focuses on transforming HR from an operational role into a value-creating strategic function.

Participants will gain practical tools to strengthen HR-business alignment, improve employee engagement, and contribute directly to organizational success.

Course Methodology

This programme combines strategic insight with applied HR practice:

- Real-world HR business partnering case studies
- Interactive workshops and group discussions
- Scenario-based problem-solving exercises
- Practical frameworks for engagement and alignment
- Tools for strategic HR implementation

Course Objectives

By the end of this programme, participants will be able to:

- Understand the role of HR as a strategic business partner
- Align HR strategies with organizational goals
- Build strong relationships with business leaders
- Improve employee engagement and retention

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Course Objectives

- Apply HR analytics for better decision-making
- Support organizational change and transformation
- Enhance HR's impact on business performance

Target Audience

This course is suitable for:

- HR Business Partners
- HR Managers and Senior HR Professionals
- Talent Management and OD Specialists
- Employee Engagement Specialists
- Line Managers and Department Heads
- Professionals moving into strategic HR roles

Target Competencies

Participants will develop competencies in:

- Strategic HR management and alignment
- Business partnering and stakeholder management
- Employee engagement strategies
- HR analytics and data-driven decision-making
- Organizational development and change support
- Communication and influencing skills
- Workforce performance improvement

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Course outline

Day 1: Strategic HR and Business Alignment

- Evolution of HR from operational to strategic role
- Understanding business strategy and HR alignment
- HR as a business partner model
- Key responsibilities of strategic HR professionals
- Linking HR initiatives to business outcomes
- Case study: HR strategic alignment

Day 2: HR Business Partnering Skills

- Role and competencies of HR Business Partners
- Building credibility with senior leadership
- Stakeholder management and influencing skills
- Translating business needs into HR solutions
- Communication and advisory techniques
- Practical exercise: business partnering simulation

Day 3: Employee Engagement Strategies

- Understanding employee engagement drivers
- Designing engagement frameworks
- Motivation, retention, and performance factors
- Employee experience and workplace culture
- Measuring engagement effectiveness
- Case study: improving employee engagement

Day 4: HR Analytics and Data-Driven Decisions

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Course outline

- Introduction to HR analytics
- Key HR metrics and performance indicators
- Using data to support HR decisions
- Workforce insights and reporting
- Linking engagement data to business outcomes
- Practical exercise: HR data interpretation

Day 5: Strategic HR Impact and Transformation

- HR's role in organizational change
- Supporting leadership and transformation initiatives
- Building high-performance cultures
- Continuous improvement in HR practices
- Measuring HR impact on business success
- Final case study and action planning

Seminar dates

Available seminar dates

Live dates and pricing for Strategic HR, Business Partnering, and Employee Engagement generated from the course details page.

Date	Location	Format	Fee
6 - 10 July 2026	Barcelona - Spain	Classroom	**€4,250.-**
10 - 14 August 2026	Munich - Germany	Classroom	**€4,250.-**
31 August - 4 September 2026	London - U.K	Classroom	**€4,250.-**
14 - 18 September 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
5 - 9 October 2026	Paris - France	Classroom	**€4,500.-**
16 - 20 November 2026	Munich - Germany	Classroom	**€3,450.-**
7 - 11 December 2026	London - U.K	Classroom	**€4,250.-**
21 - 25 December 2026	Barcelona - Spain	Classroom	**€4,250.-**

Live online option	Online delivery is available at €1,850.-.