



International Institute for Executive Training

Certified Strategic Human Resource Professional (SHRP)[™]

Independently Assessed and Endorsed by SHRM, the world's largest HR professional society, representing 285,000 members in more than 165 countries.



Program Overview

As an HR manager, can you articulate your company's business goals and strategy? Do you know how best to align your human resource tools and expertise — from recruitment, to talent management, to engagement — to support this strategy? This MBA level advanced HR management program provides a broad, organizational perspective, laying the foundation for you to identify, develop, and measure HR initiatives critical to your firm's bottom-line success.

The role of today's HR manager demands broad responsibilities that include organizational leadership and strategic thinking. As the profession evolves, HR departments are being called upon to make bigger-picture decisions and to execute well-defined HR strategies that align with larger organizational strategies.

Strengthening the employer-employee relationship is the strategic role of a human resources manager. However, there's more than meets the eye to doing this. Human resources managers formulate workforce strategy and determine the functional processes necessary to meet organizational goals. Their job requires expertise as an HR generalist, which means they must be familiar with every human resource's discipline.



The iIET is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM



The International Institute for Executive Training (iIET) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: www.nasbaregistry.org

Benefits of a SHRM Recognized Course

- Endorsed by NASBA, the official board that regulates accounting and financial education in the **United States of America**.
- Our courses have been independently assessed to ensure a **consistent and high quality** service.
- This provides proof that we comply with **industry best practices** and made a commitment to the **delivery of high quality continuing professional education**
- Being a registered NASBA sponsor demonstrates that our presenters and program developers have **vast technical knowledge and experience**.
- **Earn 40 Professional Development credits (PDU) units from SHRM**

Key Takeaways



1. Learn the latest thinking regarding the changing role of the HR business partner / professional



2. Develop models of strategy and value creation



3. Learn the tools needed to strategically align HR activities with organizational strategic action



4. Understand HR's role as a vital contributor to your organization's success



5. Discover strategies to attract and retain top talent



6. Examine best practices for managing performance and creating compensation, training and benefit systems that drive bottom-line result

Why People Choose to learn with the iIET...

Our unique approach brings together...

- Internationally accredited learning center
- latest case studies from the worlds top companies
- most cutting-edge multimedia available



Our course content is designed to fit every learning style and support the non-English speaking audience.

Who Should Attend This Program

Human Resource Specialists, and other HR professionals at all career levels working in the areas of...

- HR Policies and Procedures
- Employee Relations
- Employee Communications
- Personnel Administration

***Successful completion of the course makes you a Certified Strategic Human Resource Professional. You can use the designation of SHRPTM on your resume and business card.**

Delegates must meet the following criteria to be eligible for certificate of completion:

1. **Attendance** – delegates must attend all sessions of the course. Delegates who miss more than two hours of the course sessions will not be eligible to sit for the Strategic Operations Business Executive (SOBE)TM Examination.
2. **Successful completion of the course work and exam** – Upon completion of this training course you will **receive your certificate from iIET**, an internationally accredited learning center recognized by Qualifi Ltd., a UK govt recognized awarding organization.

-Topics That Will Be Covered-

Aligning Corporate Strategy to Human Resource Strategy

- Corporate Vision and Mission Statements
- How operations delivers the strategy
- What is Strategy?
- Strategic Project Planning: To plan or not to plan?
- The triggering event
- Defining Corporate Strategy and Competitive Advantage
- **Case Study: Walmart**

Strategic Human Resources

- Strategic Human Resources Management Overview
- The changing role of the HR professional
- Purpose of Strategic Human Resource Planning
- The 4 steps of the HR Planning Process
- The 6 steps of HR strategy development
- Case Study: Walmart

The Tools and Techniques for Human Resource Strategic Analysis

- HR Metrics for Organizational Effectiveness
- Benchmarking
- Balanced Scorecard Approach
- Strategy Mapping
- SWOT/PEST Analysis

Mckinsey 7S Framework for Evaluating HR Strategy

- When to use 7S Framework
- The 7 Elements of Strategy Evaluation
- How to use the 7S framework in HR
- Asking the right questions

Strategic Human Resources Management

- The importance of HR policies and procedures and HR manuals.
- The basic components of a professional HR policies
- Role of HR manuals and employment contracts in employee engagement and communications
- HR strategy and policy implementation
- **Case Study: HR Metrics**

International Human Resources Management

- HR in global organizations
- Categories of employment
- Developing international assignment
- Global talent management
- Doing Business with diverse cultures
Geert Hofstede's Cultural Dimensions Model

-Topics That Will Be Covered-

The 6 Principles of Global Talent Management

- Alignment global talent management with corporate strategy using example from **General Electric (GE)**
- Internal Consistency using example from **Siemens**
- Cultural Alignment of Management: aligning global talent with the corporate culture using example from **IKEA and IBM**
- Involvement of all levels of management using example from Procter and Gamble (P&G)
- A Balance of global and local needs, the importance of consistency using example from Rolls Royce
- Employer branding through differentiation using example from Shell

Change Management

- The emotional cycle of change management
- Kurt Lewin's Model of change management: The 3 stages of change
- John Kotter's 8 Step Change Model
- The Role of HR in Change Management
- HR as a an agent for change

Performance Management

- Definition
- Functions of performance management
- Factors influencing performance management
- The Performance Management Cycle

Compensation Strategy

- Key elements of developing a compensation strategy
- Compensation: Creating the right incentives
- Types of Compensation
- Equity Theory
- The New Approach to Compensation
- The Key Questions to ask when creating a compensation schematic

Employer Branding

- Employee Attractiveness Components
- Google, Starbucks, and Apple employer branding
- Employer branding research
- Goals of Employer Branding
- The 5-steps to building an employer brand

Motivation

- Motivation and Compensation
- Motivational Theories: Maslow and Herzberg
- Motivation through job design'
- Motivation through rewards
- "What Really Motivates Us?"
- **Case Study: Virgin Media**

-Topics That Will Be Covered-

Employer Engagement

- Goal of the employer and the employee (The Principle Agent Problem)
- Factors effecting Employee Engagement
- How to address the factors effecting Employee Engagement
- **Case Study: Harrods**

Achieving Work-Life Balance

- The importance of work-life balance
- The benefits of managing the work-life balance
- The business case for work-life balance
- Employment trends to improve work-life balance

Leading a Four Generation Workforce

- Identify the values, expectations, and issues that shape the multigenerational work environment.
- Eight guidelines for fostering cross-generational relationships.
- Communication tips specific to each generation.
- Motivate and inspire individuals from all generations.

Leadership

- Emotional Intelligence
- Leadership Styles and Traits
- Hershey-Blanchard Situational Leadership
- Special demands on project managers
- Project communications
- Characteristics of successful project management
- Management styles, leadership and motivation

This course will provide in-depth perspectives from the following companies...

