



— Course details

HRT-011

Human Resources and Training

— Upcoming seminar

**€3,250.-**

Venue

Frankfurt - Germany

Date

11 - 15 May 2026

— Course details

## Strategic Human Resources and Employee Engagement (ACHRM)

Human Resources and Training

— Seminar content

### What you will learn

#### Why Attend

This course combines two of eight modules of the Advanced Certificate in Human Resource Management which are Strategic Human Resources and Employee Engagement.

Strategic HR involves organizational planning to achieve success and create value for stakeholders. HR demonstrates value by contributing its perspective and expertise to development of the enterprise strategy, and by developing, implementing, and evaluating an HR strategy aligned with the organization's goals, values, and tactics, as defined in the enterprise strategy.

Employee Engagement solidifies the connection and relations among employee, manager, and the organization's mission, vision, values, and goals. HR demonstrates value by understanding and leveraging the employer-employee relationship from both individual and organizational perspectives, developing effective strategies to address appropriate expectations for performance and behavior from employees at all levels. Key considerations include culture, work-life balance, ethics and CSR.

## Course Methodology

Modules within the Advanced Certificate in Human Resource Management (ACHRM) are uniquely designed; no prerequisites are required, and the learner can enter the program at any time. Plus, the complete Certificate program involves a wide variety of learning experiences including group discussions, individual and group activities, case studies, toolkit development and a post-test reinforcement of learning at the end of each module.

## Course Objectives

### Strategic Human Resources Module

By the end of the module participants will be able to:

- Define and describe organizational strategy and recognize the major components of a good organizational strategy.
- Create an HR strategy that is linked to an organizational strategy.
- Create an HR strategy implementation plan in order to execute strategy.

### Employee Engagement Module

By the end of the module participants will be able to:

- Recognize the importance of employee engagement and workplace culture have on your management team, HR strategy, and overall organizational.
- Define your engagement HR strategy based on organizational vision and goals.
- Recognize the difference between employee engagement and job satisfaction.
- Describe how employee engagement influences the achievement of business goals and objectives.
- Apply motivation techniques during key employee milestones to gauge and respond to employee engagement levels.

## Target Audience

This course is designed specifically for HR generalists and HR specialists in the fields of strategic human resources and employee engagement

### Seminar details

## Detailed outline

### Strategic Human Resources Module Content

#### Lesson 1 - Understanding Organizational Strategy

Defining organizational strategy

Five Types of Organizational Strategies

A 6-Step Approach to Strategic Planning

Developing, Creating & Choosing Metrics

Lesson 2 - Formulating an HR Strategy

Relationship Between Organizational Goals and HR Goals

HR strategic plan objectives

HR Strategic Plan Steps

Lesson 3 - Creating and Executing an HR Implementation Plan

Creating an execution plan for the HR strategy

Change management process

Other considerations when executing the HR strategic plan

Employee Engagement Module Content

Lesson 1 - Understanding Your Organization

Exploring Organizational Culture

Positive Organizational Culture

Formulating an Engagement Strategy

Corporate Social Responsibility

Leadership and Employee Engagement

Lesson 2 - Employee Engagement

Employee Satisfaction

Motivation

Defining Engagement

Types of Engagement

Engagement Roles

Engagement Behaviors, Drivers and Barriers

Measuring Engagement

Employee Lifecycle

Lesson 3 - The Employee Experience

What is Employee Experience (EX)?

The Evolution of the Employee Experience

The Origin of the Employee Experience Concept

The Importance of EX

The Key Stakeholders in EX

The Effects of Overworking Employees

Research Findings on EX Before and After COVID-19

Elements of a Successful Employee Experience Strategy

Metrics to Measure Your EX Success

EX Initiatives Taken by Large Organizations

**Dates and locations**

## Available seminar dates

8 dates

**Presence seminar dates**

Date	City	Duration	Price
11 - 15 May 2026	Frankfurt - Germany	5 Days	€3,250.-
8 - 12 June 2026	Barcelona - Spain	5 Days	€3,850.-
6 - 10 July 2026	Frankfurt - Germany	5 Days	€3,250.-
10 - 14 August 2026	Rome - Italy	5 Days	€4,250.-
14 - 18 September 2026	Kuala Lumpur - Malaysia	5 Days	€2,250.-
5 - 9 October 2026	Barcelona - Spain	5 Days	€3,850.-
16 - 20 November 2026	London - U.K	5 Days	€4,200.-
7 - 11 December 2026	Munich - Germany	5 Days	€3,450.-

**— Online seminar dates**

Date	Format	Duration	Price
11 - 15 May 2026	Live online	5 Days	€1,850.-
8 - 12 June 2026	Live online	5 Days	€1,850.-
6 - 10 July 2026	Live online	5 Days	€1,850.-
10 - 14 August 2026	Live online	5 Days	€1,850.-
14 - 18 September 2026	Live online	5 Days	€1,850.-
5 - 9 October 2026	Live online	5 Days	€1,850.-
16 - 20 November 2026	Live online	5 Days	€1,850.-
7 - 11 December 2026	Live online	5 Days	€1,850.-