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HUMAN RESOURCES AND TRAINING | HRT-011

Strategic Human Resources and Employee Engagement (ACHRM)

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Course content

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.



Course content

Course Objectives

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

Course 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



Course content

Course outline

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



Course content

Course outline

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



Seminar dates

Available seminar dates

Live dates and pricing for Strategic Human Resources and Employee Engagement (ACHRM) generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	London - U.K	Classroom	**€3,360.-**
7 - 11 December 2026	Munich - Germany	Classroom	**€2,760.-**
11 - 15 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
8 - 12 February 2027	Frankfurt - Germany	Classroom	**€2,600.-**
8 - 12 March 2027	Rome - Italy	Classroom	**€3,400.-**
12 - 16 April 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
10 - 14 May 2027	Barcelona - Spain	Classroom	**€3,080.-**
14 - 18 June 2027	London - U.K	Classroom	**€3,360.-**
12 - 16 July 2027	Munich - Germany	Classroom	**€3,400.-**
9 - 13 August 2027	Barcelona - Spain	Classroom	**€3,080.-**
13 - 17 September 2027	Frankfurt - Germany	Classroom	**€2,600.-**
11 - 15 October 2027	Rome - Italy	Classroom	**€3,400.-**
8 - 12 November 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
13 - 17 December 2027	Barcelona - Spain	Classroom	**€3,080.-**
9 - 13 November 2026	Barcelona - Spain	Classroom	**€3,080.-**
14 - 18 December 2026	Dubai - UAE	Classroom	**€3,400.-**
11 - 15 January 2027	Cape Town - South Africa	Classroom	**€3,600.-**



Seminar dates

Available seminar dates

Live dates and pricing for Strategic Human Resources and Employee Engagement (ACHRM) generated from the course details page.

Date	Location	Format	Fee
8 - 12 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
8 - 12 March 2027	London - U.K	Classroom	**€3,360.-**
12 - 16 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
10 - 14 May 2027	Munich - Germany	Classroom	**€3,400.-**
14 - 18 June 2027	Paris - France	Classroom	**€3,600.-**
12 - 16 July 2027	Frankfurt - Germany	Classroom	**€2,600.-**
9 - 13 August 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
13 - 17 September 2027	Rome - Italy	Classroom	**€3,400.-**
11 - 15 October 2027	Vienna - Austria	Classroom	**€3,400.-**
8 - 12 November 2027	Geneva - Switzerland	Classroom	**€4,200.-**
13 - 17 December 2027	Madrid - Spain	Classroom	**€3,400.-**

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