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HUMAN RESOURCES AND TRAINING | HRT-011

# Strategic Human Resources and Employee Engagement (ACHRM)

## UK

+44 33 000 111 90

[info@inmately.co.uk](mailto:info@inmately.co.uk)

<https://inmately.co.uk>

63-66 Hatton Garden Hatton Garden

EC1N 8LE, London

## NL

+31 85 74 444 46

[info@inmately.nl](mailto:info@inmately.nl)

<https://inmately.nl>

Waarderweg 50 - 2031PB

Haarlem - Netherlands

Tel : +44 (33) 000 111 90

Our mailing address is:  
63-66 Hatton Garden, EC1N 8LE, London

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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      |
|------------------------|-------------------------|-----------|----------|
| 14 - 18 September 2026 | Kuala lumpur - Malaysia | Classroom | €1,800.- |
| 5 - 9 October 2026     | Barcelona - Spain       | Classroom | €3,080.- |
| 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.- |
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