

informat®tech



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

Course content

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

Course content

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

Course content

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.-.