CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

The training course: Advanced Human Resources Management

Delivered in several cities and dates

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School High Performance Education

Higher Institute of Law and Business (ISDE)

Professional Development Institute

Professional Development Institute

Universidad Camilo José Cela

Camilo José Cela University

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

The training course: Advanced Human Resources Management

About the programme:

Advanced Human Resources Management©️ INTRODUCTION This advanced training series in Strategic Human Resources Management has been designed to enable participants to develop their HR skills at a strategic level, exploring key areas including recruitment, performance management, talent management, and succession planning. The programme is ideal for senior HR professionals and functional managers looking to elevate Human Resources Management (HRM) to a more strategic role within their organisation. To this end, the intensive programme provides delegates with the insights and skills to:

Objectives:

Developing participants' skills, knowledge, values and professional approaches in:

a. Understand the importance of regarding people as the organization's most important asset

b. Learn how an organization should manage its Human Resources

c. Confidently recruit the right person with the right package of benefits

d. Workforce planning

e. Use the most effective recruitment options and modern tools

f. Understand appropriate reward philosophy and strategy

g. Non monetary benefits and how to maximize their effectiveness

h. Human Resources development and its benefits

Target audience:

a. Senior HR professionals looking to improve their HR strategy development skills

b. Senior executives looking for a greater understanding of HR trends

c. HR functional managers looking to shift human resources management to a strategic role within the organisation.

Daily programme:

• Day 1: People as the organisation's most important asset

a. Why people are regarded as the organisation's most important asset

b. How an organisation should manage its human resources across the employee life cycle

c. The shift of HR from an administrative function to a strategic role

d. Current HR trends that senior executives need to understand

e. Case study: comparing two organisations that treat their people as a cost and as an asset

f. Day output: assessment of the current role of HR in the participant organisation

• Day 2: Strategic HRM and the framework of HR strategy

a. The resource-based view of strategic human resource management

b. Best practice versus best fit approaches to HR strategy

c. The strategic business partner model and the main types of HR strategy

d. Choosing the type of HR strategy that suits the organisation's context

e. Workshop: positioning the participant organisation on the best practice and best fit spectrum

f. Day output: statement of the HR strategy approach best suited to the organisation

- **Day 3: Developing, implementing and evaluating HR strategy**

a. Developing an HR strategy from business priorities and workforce evidence

b. Setting out the strategy: structure, priorities and responsibilities

c. Implementing HR strategy: sequencing, resources and line manager involvement

d. Evaluating HR strategy with measures that senior executives recognise

e. Case study: evaluating the HR strategy of an organisation against its business plan

f. Day output: HR strategy outline linked to organisational priorities

- **Day 4: Integrating business and resourcing strategies**

a. The strategic HRM approach to resourcing the organisation

b. Aligning resourcing strategy with business plans through workforce planning

c. Forecasting workforce demand and supply and identifying critical gaps

d. Scenario-based workforce planning for growth, restructuring and new services

e. Workshop: building a workforce plan for one department over three years

f. Day output: workforce plan with gap analysis

- **Day 5: Employee value proposition, flexibility and retention**

a. Designing an employee value proposition that attracts the right people

b. Resourcing plans that combine internal mobility and external hiring

c. Flexibility strategy: working patterns, contract types and multi-skilling

d. Retention strategy: identifying flight risks and the reasons people stay

e. Case study: reviewing turnover data to target a retention strategy at critical roles

f. Day output: employee value proposition and retention action plan

- **Day 6: Recruitment channels and modern tools**

a. Choosing effective recruitment channels and modern sourcing tools

b. Becoming a recruiting superstar: employer brand and candidate experience

c. Digital job advertising, professional networks and talent pools

d. Using recruitment data to improve time to hire and quality of hire

e. Workshop: designing a recruitment campaign for a hard-to-fill professional role

f. Day output: recruitment channel plan with target metrics

- **Day 7: Selection and the right package of benefits**

a. Structured interviews and competency-based selection methods

b. Assessment tools, references and fair, consistent hiring decisions

c. Offering the right package of benefits to the right candidate

d. Making the offer, agreeing terms and onboarding the new employee

e. Workshop: designing a competency-based selection process for a key vacancy

f. Day output: selection plan with interview guide and scoring sheet

- **Day 8: Reward philosophy and non-monetary benefits**

a. Defining a reward philosophy and strategy that fits the organisation

b. Non-monetary benefits and how to maximise their effectiveness

c. Recognition, flexibility and career opportunities as retention tools

d. Balancing reward costs with the value people create for the organisation

e. Case study: reviewing a reward strategy that failed to retain high performers

f. Day output: reward philosophy statement and non-monetary benefits list

• Day 9: Human resource development and a learning culture

a. Strategic human resource development and its benefits to the organisation

b. Elements of human resource development: learning, training and careers

c. Strategies for creating a learning culture across the organisation

d. Measuring the contribution of development activities to performance

e. Workshop: drafting a learning and development strategy for the participant organisation

f. Day output: learning and development strategy outline

• Day 10: Integrated HR strategy: applied project

a. Bringing strategy, resourcing, reward and development into one coherent plan

b. Prioritising HR initiatives by business impact, cost and readiness

c. HR measures and a dashboard to monitor implementation of the strategy

d. Presenting the HR strategy to senior executives and securing their commitment

e. Workshop: drafting and presenting an integrated HR strategy for the participant organisation

f. Day output: integrated HR strategy plan with priorities and measures

Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

- **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.
- **Case studies:** examples from international organisations that highlight real successes and challenges.
- **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring decisions and situation management.
- **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

Certificates:

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

- **Camilo José Cela University - Spain**
- **ISDE - Law & Business School - International**
- **Professional Development Institute - United Kingdom**

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with international best practice.

Kind regards,
International Programmes Department

"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

Course details and registration

Course Details | Registration

Programme	**The training course: Advanced Human Resources Management**	Course Title
Language	**English**	Course Language
Venue	**Several cities and dates – see the table below**	Venue
Financial offer	**Sent separately, according to the number of participants and the delivery conditions.**	Financial Offer

Registration and confirmation:

To register, please use one of the following:

a. Complete the programme request form on our website.

b. Or send an email from your training department.

c. Or a nomination letter from your organisation.

Send your confirmation by:

Email	info@cinpaa.org
WhatsApp	+34 635 867 686

Our team is ready to advise on accommodation and logistics before and during your stay.

Planned programme dates:

City	Dates
London, United Kingdom	30 Nov - 11 Dec 2026
London, United Kingdom	08 - 19 Feb 2027
Cairo, Egypt	10 - 21 May 2027
Madrid, Spain	09 - 20 Aug 2027
Barcelona, Spain	08 - 19 Nov 2027

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

سينبا التعاونية الدولية للتدريب والاستشارات | CINPAA – International Cooperative for Training & Consulting

Europe office: Calle Echegaray N6, 28014 Madrid, Spain

UK office: 12th floor, Marble Arch Tower, 55 Bryanston Street, London, UK

+34 635 867 686 Europe office

+90 507 590 1781 Turkey office

+60 10 509 9484 Malaysia office

+218 92 622 1324 Libya office

+34 635 867 686 WhatsApp

info@cinpaa.org | www.cinpaa.org

Scan to save our contact

Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

Albania Tirana, Saranda	**Australia** Sydney	**Austria** Vienna, Hallstatt, Salzburg / Zell am See	**Azerbaijan** Baku
Bahrain Manama	**Belgium** Brussels, Bruges	**Bosnia and Herzegovina** Sarajevo	**Canada** Toronto, Montreal
China Hong Kong, Shanghai, Beijing, Guangzhou	**Croatia** Dubrovnik	**Cyprus** Nicosia, Limassol, Larnaca	**Czech Republic** Prague
Egypt Cairo, Sharm El Sheikh, Alexandria, Hurghada	**France** Paris	**Georgia** Tbilisi, Batumi	**Germany** Munich, Berlin, Düsseldorf, Frankfurt
Greece Athens, Rhodes	**Hungary** Budapest	**Indonesia** Bali, Jakarta	**Ireland** Dublin
Italy Rome, Florence, Milan, Venice, Como	**Japan** Tokyo	**Jordan** Amman, Aqaba	**Kuwait** Kuwait City
Malaysia Kuala Lumpur	**Maldives** Maldives	**Mauritius** Mauritius	**Montenegro** Budva, Kotor
Morocco Casablanca, Marrakech, Tangier, Rabat	**Netherlands** Amsterdam	**Oman** Muscat, Salalah	**Philippines** Manila
Poland Krakow, Warsaw	**Portugal** Lisbon, Porto	**Qatar** Doha	**Russia** Moscow
Saudi Arabia Riyadh, Jeddah, Dammam	**Serbia** Belgrade	**Slovenia** Ljubljana	**South Korea** Seoul
Spain Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao	**Switzerland** Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano	**Thailand** Bangkok, Phuket	**Tunisia** Tunis
Turkey Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay)	**United Arab Emirates** Dubai, Abu Dhabi	**United Kingdom** London, Edinburgh, Manchester, Birmingham	**United States** Miami, New York, Los Angeles, Washington