Arabian Institute For Training

Strategic Human Resources and Employee Engagement (ACHRM)

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

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

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

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