

**MALAYSIA
HR FORUM**



STRATEGIC HUMAN RESOURCES MANAGEMENT

**MALAYSIA HR FORUM ACADEMY
LEVEL 12, LOT 12A, MENARA PKNS PETALING JAYA,
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RM 2,800



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MODULE OVERVIEW

This comprehensive training programme on Strategic Human Resource Management (SHRM) is designed to provide participants with the knowledge and skills required to align HR practices with organisational goals and strategies. Through a combination of theoretical concepts, case studies, interactive discussions, and practical exercises, participants will gain insights into how HR can play a strategic role in driving organisational success.

LEARNING OBJECTIVES

- Understand the concept of Strategic Human Resource Management and its significance.
- Align HR practices with organisational strategies to drive business performance.
- Develop effective talent management strategies that support organisational goals.
- Implement performance management systems that motivate and develop employees.
- Foster a culture of innovation, diversity, and inclusion within the organisation.
- Apply HR analytics to make informed decisions and measure HR's impact on the organisation.
- Effectively communicate HR's strategic role to stakeholders.

TARGETED PARTICIPANTS

- Human Resources Professionals: HR Managers, Directors, and Specialists looking to elevate their understanding of strategic HR practices and their impact on organisational success.
- Organisational Leaders and Executives: C-suite executives, CEOs, and other senior leaders who want to grasp the strategic roles of HR in shaping organisational direction and growth.

METHOD OF TRAINING

- Interactive Workshops and Presentations
- Case Studies and Real-Life Examples
- Group Discussions and Brainstorming
- Hands-On Exercises
- Group Presentations



LEARNING OUTCOMES

- **Understand Strategic HR Management** - Define and explain the concept of Strategic Human Resource Management (SHRM) and its significance in organisational success.
- **Align HR with Organisational Strategy** - Articulate the role of HR in supporting and aligning with the organisation's mission, vision, and strategic goals.
- **Integrate HR Practices with Business Functions** - Describe how HR practices integrate with other business functions, such as finance, marketing, and operations.
- **Lead Strategic HR Initiatives** - Demonstrate the ability to lead and champion strategic HR initiatives that contribute to organisational success.
- **Evaluate and Revise HR Strategies** - Assess the effectiveness of HR strategies and initiatives and recommend revisions based on feedback and outcomes.
- **Apply Practical Skills to Organizational Contexts** - Apply strategic HR concepts and skills to address challenges and opportunities within their specific organisational context.

DURATION

2 Days





CONTENTS DAY 1 **9 AM - 5 PM**

MODULE 1: INTRODUCTION TO STRATEGIC HUMAN RESOURCE MANAGEMENT

- Defining SHRM and understanding its evolution.
- Linking SHRM to organisational success and competitive advantage.

MODULE 2: ALIGNING HR WITH ORGANISATIONAL STRATEGIES

- Identifying the organisation's mission, vision, and strategic goals.
- Demonstrating how HR practices can support strategic objectives.

MODULE 3: TALENT MANAGEMENT STRATEGIES

- Developing recruitment and selection strategies that attract top talent.
- Creating effective onboarding and retention programmes.

MODULE 4: PERFORMANCE MANAGEMENT FOR ORGANISATIONAL SUCCESS

- Designing performance management systems that drive employee engagement and development.
- Utilising goal-setting, feedback, and recognition to improve performance.

MODULE 5: CULTIVATING ORGANISATIONAL CULTURE AND DIVERSITY

- Fostering a culture of innovation, collaboration, and continuous improvement.
- Incorporating diversity, equity, and inclusion practices into HR strategies.

MODULE 6: HR ANALYTICS AND DATA-DRIVEN DECISION MAKING

- Exploring the role of HR analytics in measuring HR's impact on the organisation.
- Using data to identify trends, predict outcomes, and make informed decisions.

CONTENTS DAY 2 **9 AM - 5 PM**

MODULE 7: CHANGE MANAGEMENT AND ORGANISATIONAL AGILITY

- Leading and managing organisational change to adapt to dynamic business environments.
- Leveraging HR's role in promoting agility and flexibility.

MODULE 8: STRATEGIC COMMUNICATION FOR HR

- Communicating HR's strategic role to stakeholders, including senior leadership and employees.
- Crafting compelling messages that highlight HR's contributions to business objectives.

MODULE 9: ETHICAL AND LEGAL CONSIDERATIONS IN SHRM

- Addressing ethical dilemmas and legal challenges in strategic HR decision-making.
- Ensuring compliance with employment laws and regulations.

MODULE 10: CASE STUDIES AND BEST PRACTICES

- Analyzing real-world examples of organisations that have successfully implemented SHRM practices.
- Discussing best practices and lessons learned.

MODULE 11: GROUP DISCUSSIONS AND PRACTICAL EXERCISES

- Engaging in group discussions to share insights and perspectives on SHRM concepts.
- Participating in practical exercises that simulate strategic HR decision-making.

MODULE 12: FINAL PROJECT AND PRESENTATIONS

- Participants work in groups to create a strategic HR plan for a hypothetical organisation.
- Groups present their plans, incorporating concepts learned throughout the course.