



People strategy workshop

Workshop dates:

23-25 March

6-7 April

Workshop times:

11-3pm

About the CED/JOBMASTER partnership

Cranfield Executive Development (CED) and JOBMASTER are working in partnership to deliver leading-edge executive education in the Egyptian market. Using the JOBMASTER platform, leaders, managers and HR professionals in Egypt can access a tailored selection of Cranfield's world class teaching and manage their development journeys with confidence and clarity. Our partnership aims to provide individuals and organisations with innovative and agile executive education at the right time and in the best format.

About the presenters

Professor Emma Parry is a recognised expert in Human Resource Management (HRM) and is a Fellow of the British Academy of Management, Academic Fellow of the Chartered Institute of Personnel and Development (CIPD) and an Honorary Fellow of the Institute for Employment Studies (IES). She has undertaken research for a range of organisations including the UK Ministry of Defence, CIPD, National Health Service and Society of Human Resource Management (SHRM) Foundation.



Professor Michael Dickmann has a first class honours degree in Economics from London University and an MSc in Industrial Relations and Personnel Management from LSE. Michael has conducted a variety of consulting and research assignments with cutting edge multinational organisations mostly from the financial, automotive, telecommunications, chemical, electrical engineering and electronics industries. He has also consulted for humanitarian agencies, government and the United Nations.



Dr Imran Zawwar is the Regional Director Middle East for Cranfield Executive Development programmes and he is also a member of faculty within the Strategy Department at Cranfield School of Management. He has led several executive development engagements and contributes to business strategy, strategy in the digital context and innovation as part of his teaching, research and consulting.



Develop an effective outline strategy to maximise the return on your people assets and realise the competitive advantage for your organisation.

Created specifically for HR Leaders and those responsible for creating a people strategy in the Egyptian market, the programme draws on the multi-disciplinary world class expertise of Cranfield faculty specialising in Human Resource Management, Strategic Management, Organizational Behaviour, Changing World of Work, Business Performance to help you create a tailored outline people strategy for your organisation.

It's a daunting new world for the HR Leader. We are experiencing a period of unprecedented change. Consider emerging technologies such as artificial intelligence, blockchain and workforce automation against a background of a global pandemic, the multigenerational workforce and economic uncertainty. Then there are additional pressures related to productivity, workforce mobility and the need for agility and flexibility. All are key issues that will shape work and the workplace – and thus, the way that we manage people - in the coming years.

Against this backdrop, existing people strategies might not be successful in addressing and benefiting from these issues and developing competitive advantage for the organisation.

Forward thinking HR practitioners know that shaping an effective people strategy requires an understanding of strategic management, organisational transformation and the generation and measurement of business value.

This programme will enable your business to:

- Convert leading-edge people management insights into practice – this is critical for boosting the credibility of your function.
- Easily demonstrate the increased business value that your HR function has created to the board and thus improve your influence throughout your organisation.
- Address your key challenges - the workshop can be tailored around your own business requirements.
- Transform your HR function into a strategic asset - the outline people strategy that you create represents a leap forward for innovating your HR operating model and HR activities to more easily meet your business objectives.
- Invest in realising people/business outcomes.
- Drive innovation within your HR function by learning how to apply the latest advances and emerging technologies in human resource management to enhance your people strategy.
- Improve confidence to implement breakthrough ideas that deliver your people strategy and the resulting organisational transformation that arise from these.

Course content

STAGE 1 The challenge

- Business vision, mission and strategy
- HR requirements to support business strategy
- Gap analysis
- External environment
- How equipped are we to deal with this?

STAGE 2 Developing the strategy

- Creating an HR strategy
- Creating the ideal workforce
- Talent acquisition and retention
- Diversity
- HR operating models
- HR structure and role
- International HRM structures

STAGE 3 Managing organisational transformation

- Changing the organisational culture
- HR as internal consultant
- Evaluating HRM
- ROI and value
- HR analytics
- Action planning

Drawing from state of the art research, the People Strategy Workshop walks you through a rigorous and tailored process for creating an outline people strategy that ensures your business goals are met, while also developing your understanding of these areas. Cranfield's best in class approach to interactive live-online delivery gives you direct access to world leading faculty in the fields of strategy and people management. This workshop follows the Cranfield process for creating and joining up a world class people strategy to your business strategy.

By the end of the workshop you will leave with:

- An outline of a new or refined people strategy.
- An initial implementation and evaluation plan detailing clear steps for translating strategy into action.
- An understanding of key frameworks and advances in Human Resource Management and Strategic Management.

Learning objectives

- Translate business-level objectives into an **effective people strategy**.
- Understand **cutting edge trends in HR** and their potential impact on your organisation e.g. people analytics, emerging technologies.
- Discover how to create conditions that **get the best out of your people**.
- Learn to connect employee engagement and capability with **customer loyalty and business profitability**.
- Link HR Metrics to **Business Performance**.
- Gain a deep understanding of your business strategy, internal environment and the changing external context and how these combined forces **impact on your operation**.
- Discussions could cover: emerging technologies, multigenerational workforce, changing workforce demographics, productivity and workforce flexibility and agility in the Egyptian context.

Who is the programme for?

- HR Directors
- Head of HR and HR Managers
- Talent Development Practitioners
- General Managers



Learn more about our workshop:

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