MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CERTIFIED HUMAN RESOURCES PROFESSIONAL: FROM TRADITIONAL HR ROLE TO BUSINESS PARTNER

"Transform HR into a strategic business partner that drives organizational growth and success."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

The Certified Human Resources Professional: From Traditional HR Role to Business Partner course is designed to help HR professionals transition from an administrative and operational role to a strategic partner who contributes directly to business success.

In today's competitive business landscape, HR is no longer just about managing personnel—it's about shaping the organization's future through strategy, analytics, and alignment with business objectives. This program equips participants with the knowledge, tools, and mindset to position HR as a central driver of value creation.

Participants will explore modern HR trends, strategic workforce planning, and data-driven decision-making to build a high-performing, agile HR function that supports business innovation and long-term success.

Objectives

- Understand the evolving role of HR from administrative to strategic.
- Align HR strategies with overall business objectives.
- Apply business acumen and data analytics in HR decision-making.
- Build strategic partnerships with business leaders and stakeholders.
- Develop frameworks to measure HR's contribution using KPIs and metrics.
- Foster a culture of performance, innovation, and engagement.

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Why Attend

- Learn to transform HR into a results-driven, business-focused function.
- Gain practical tools to align HR initiatives with organizational goals.
- Strengthen your strategic thinking, leadership, and consulting skills.
- Understand how to demonstrate HR’s measurable impact on business performance.

Target Audience

- HR Managers, Business Partners, and HR Executives.
- Organizational Development and Learning & Development Professionals.
- Department Heads, Supervisors, and Managers aiming to lead strategic HR initiatives.
- Professionals seeking to elevate their HR career from operational to strategic levels.

Individual Benefits

- Develop a deep understanding of business-driven HR practices.
- Enhance your leadership and consulting capabilities.
- Learn how to use HR analytics for better decision-making.
- Position yourself as a trusted advisor and strategic partner to management.

Organizational Benefits

- Build an HR function that actively supports business strategy and growth.
- Increase alignment between people, performance, and organizational goals.
- Strengthen decision-making with data-driven HR insights.
- Improve talent engagement, development, and retention through strategic initiatives.

Instructional Methodology

- Expert-led interactive lectures and discussions.
- Case studies based on global HR best practices.
- Group projects and strategic role-playing exercises.
- Real-world simulations and analytics workshops.
- Individual reflection and assessment activities

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Course Outline

Module 1: The Evolution of HR — From Administration to Strategy

- Overview of HR transformation in modern organizations.
- Understanding the strategic value of HR.
- Key challenges and opportunities for today's HR professionals.

Module 2: The Role of HR as a Business Partner

- Defining HR's strategic partnership model.
- Building trust and collaboration with senior leaders.
- Influencing organizational change and culture.

Module 3: Aligning HR Strategy with Business Goals

- Understanding the organization's strategic direction.
- Translating business objectives into HR initiatives.
- Strategic workforce planning and goal alignment.

Module 4: HR Analytics and Evidence-Based Decision Making

- Introduction to HR metrics and analytics.
- Measuring performance, engagement, and turnover.
- Using data insights to drive strategic business outcomes.

Module 5: Performance Management and Employee Engagement

- Moving from traditional appraisals to continuous performance management.
- Linking performance to organizational success.
- Creating a culture of accountability and motivation.

Module 6: Change Management and Organizational Development

- HR's role in managing and leading change.
- Building an agile, adaptable, and future-ready workforce.
- Techniques for managing resistance and fostering innovation.

Module 7: Leadership and Strategic Communication Skills

- Enhancing leadership presence and executive communication.
- Consulting and influencing skills for HR professionals.
- Building credibility and trust across business units.

Module 8: Measuring HR's Strategic Impact

- Setting and tracking HR Key Performance Indicators (KPIs).
- Calculating HR's ROI and contribution to business performance.
- Creating HR dashboards and strategic reports.

Certification

Upon successful completion of the program, participants will receive the Certified Human Resources Professional: From Traditional HR Role to Business Partner certification.

This certification demonstrates your ability to act as a strategic partner, align HR practices with business strategy, and deliver measurable impact within your organization.

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Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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