

**Certificate in
Strategic Human Resource Management & HR Business Partner
(SHRM & HRBP)**

WELCOME

ALL DEAR PARTICIPANTS TO

Progressive Training Development & Consultants Associates (PTDCA)





Self



Introduction

Resource Person:



Mr. Md. Mashequr Rahman Khan, PHF

✓ CEO & Chief Consultant,



✓ Consultant (HR, OD, T&D, ISO & Corporate Affairs and Former General Manager (HR & Admin), Ibrahim Cardiac Hospital & Research Institute



✓ Former Director :



বাংলাদেশ উন্মুক্ত বিশ্ববিদ্যালয়
BANGLADESH OPEN UNIVERSITY

✓ President & Life Fellow:
Bangladesh Society for Human Resources Management (BSHRM)



✓ Member: SHRM, USA
✓ Member, ATD, USA
✓ Adjunct Faculty for MBA (HRM), PGDHRM of different Universities



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Resource Person:

Chairman :

BSHRM Institute of Professional Development (BIPD)



Immediate Vice President & Board
Member: Asia Pacific Federation of
Human Resource Management
(APFHRM)



Md. Mashequr Rahman Khan, PHF

Recipient of:

- Bangladesh Scouts Award
- HR Leadership Award (Singapore)
- Lifetime HR Excellence Award- Mumbai, India
- Sher E Bangla A K Fazlul Hoque Gold Medal
- Lifetime HR Award - Malaysia



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Learning Objectives



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Certificate in Strategic Human Resource Management & HR Business Partner (SHRM & HRBP)

Course Objective:

- Equip participants with essential knowledge and skills in Strategic Human Resource Management (SHRM) and the expertise needed to thrive as an HR Business Partner (HRBP).
- You will gain tools and frameworks to align HR functions with business strategy, enhance organizational performance, and drive measurable value as strategic HR professionals.
- This program aims to elevate the capabilities of participants empowering them to succeed in today's global and competitive landscape.
- Participants will be equipped with the knowledge to build high-performing organizations that can lead and sustain competitive advantage.
- The course offers insights into the strategic dimensions of HRM and the applied, business-focused role of HRBPs in fostering organizational success.



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DAY- 1: Date: December 09, Sunday

Introduction to SHRM & HRBP Concepts

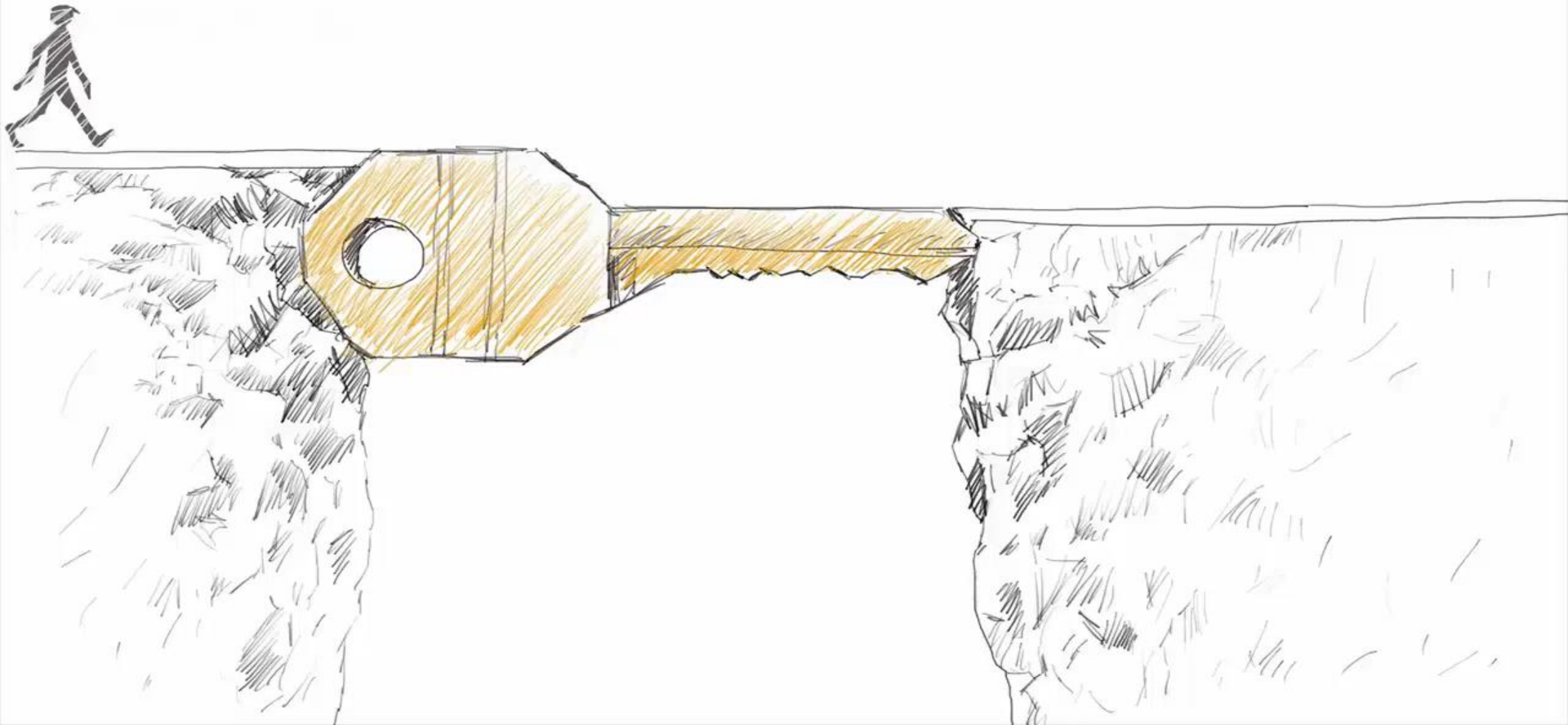


**HRBP: Becoming a
Strategic Influencer**

LIVE ONLINE / IN-PERSON



CONCEPT OF STRATEGIC HRM



CONCEPT OF HRBP



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- **Strategy**, exists in all organizations (even if it's not written down and articulated) and defines the organization's behavior and how it attempts to cope with its environment – CIPD , UK
- **Strategy** is the formulation of organizational Objective, competitive scopes and action plans for gaining advantage
- It is the plan for how organization intends to achieve goals.



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- **Strategy** –use the courses of action it will take and how it will generally operate and compete to achieve the organization's strategy
- The top management team determines strategy through a process of environmental analysis and techniques



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CONCEPT OF STRATEGY:

- **Concepts of strategy** are numerous. There are some common terms used throughout the organizations.
- **Strategy:** A declaration of intent
- **Strategic Intent:** A tangible corporate goal; a point of view about the competitive positions a company plans to build over a period
- **Strategic planning:** The systematic determination of goals and the plans to achieve them
- **Strategy formulation:** The entire process of conceptualizing the mission of an organization, identifying the strategy, and developing sustainable performance goals

The formulation objectives, scopes and action plans for gaining advantage

Strategy implementation: Those activities that employees and managers of an organization undertake to enact the strategic plan and achieve the performance goals
Objects: The end, the goals

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STRATEGIC PLANNING PROCESS::

- Establish the Mission , Vision and values
- Devolve Objectives
- Analyze the External Environ
- Identify the Competitive Advantage
- Determine the competitive position
- Implement the strategy
- Monitor and Evaluate the Performance



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HR Strategies:

HR strategies are the long-term plans that align human resources with the organization's goals. They ensure that the workforce is **managed**, **motivated**, and **developed**

to meet **business objectives**, focusing on talent acquisition, employee development, retention, and creating a positive work environment. **to achieve common goals and objectives**

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Some Key Points for Effective HR Strategies:

1. **Talent Acquisition & Retention:** Focus on attracting the right talent and creating strategies to retain key employees through competitive compensation, career growth opportunities, and a positive work culture
2. **Learning & Development:** Implement continuous training programs to upskill employees, foster innovation, and increase organizational efficiency
3. **Performance Management:** Establish clear performance metrics and feedback mechanisms that align individual performance with organizational goals, driving accountability and growth
4. **Employee Engagement & Well-being:** Develop initiatives that enhance employee engagement, work-life balance, and overall well-being, boosting morale and productivity.
5. **Diversity & Inclusion:** Promote an inclusive work environment that values diverse perspectives, leading to innovation and better decision-making.

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6. Succession Planning: Identify and develop future leaders from within the organization to ensure a smooth transition in key roles.

7. HR Technology & Analytics: Leverage technology and data analytics to enhance decision-making, improve recruitment processes, and track workforce trends

8. Compliance & Risk Management: Ensure adherence to labor laws, workplace safety standards, and ethical guidelines to mitigate risks and maintain a healthy organizational culture.

9. Understanding the Business Context & Beyond



To Ensure Good Strategy, you have to ensure SWOT Analysis

—What do we Mean by SWOT?



Now we will watch an important Video on Strategic HR Portioner: Think beyond..... Watch the important video of Dave Ulrich.

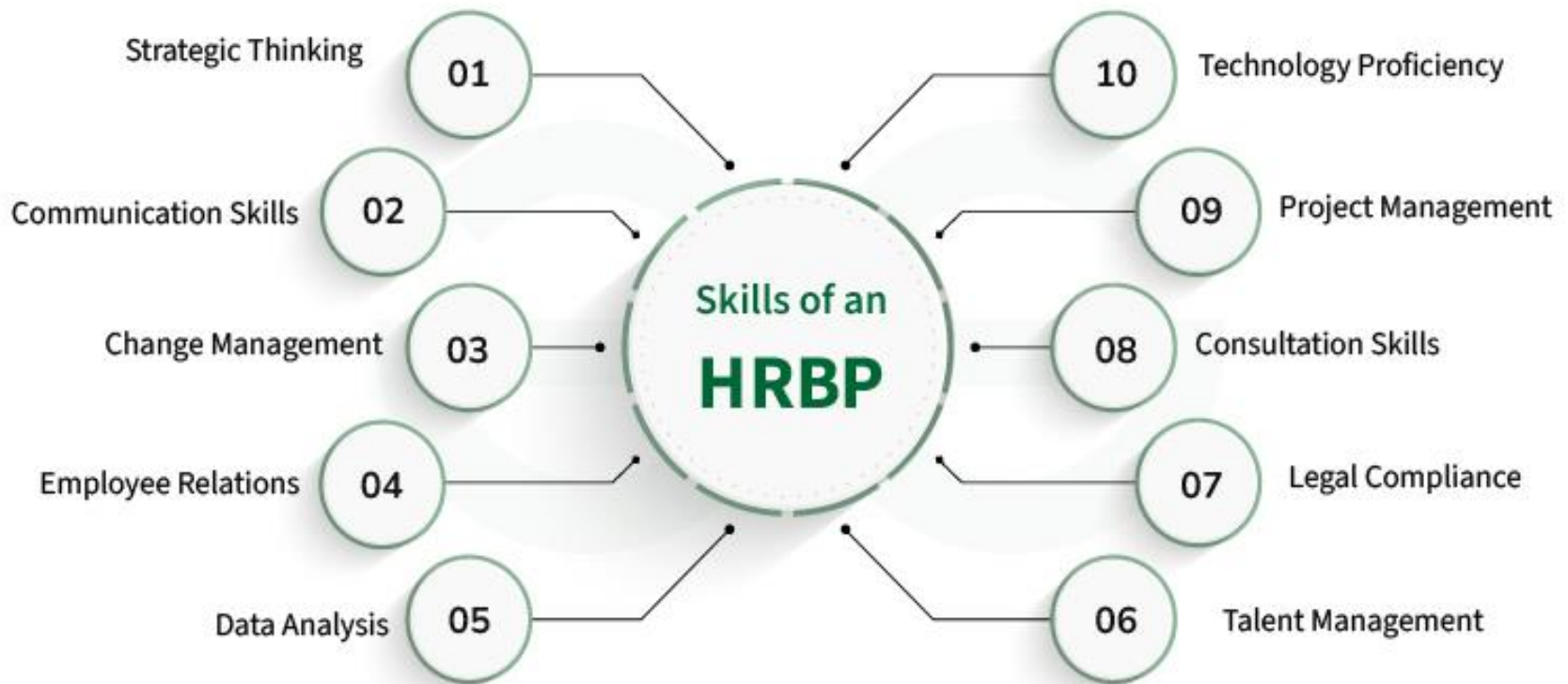
David Olson Ulrich (born 1953) is a university professor, author, speaker, management coach, and [management consultant](#). He is a professor of business at the [Ross School of Business, University of Michigan](#), USA and co-founder of The RBL Group.

He has written over 30 books with his colleagues which have shaped the human resources profession, defined organizations as capabilities, and shown the impact of leadership on customers and investors.

NOTE: Please note the key points from his Video and discuss on Dave's speech.



Strategic HR Portioner & HR Competencies: Think beyond..... Watch the important video



5 Ways To Help Your HRBP Model Succeed

02 Skills & leadership development

Identify skill gaps and invest in training HR professionals, emphasizing business acumen alongside HR expertise to enhance strategic contributions.

02

01 Strategic alignment & business case development

Tailor the HRBP model to your organization's unique needs, ensuring it supports business objectives, and showcase potential ROI and efficiency gains.

01

03 Change management & stakeholder engagement

Implement the HRBP model with a clear roadmap and a robust change management plan, build foundational relationships with stakeholders.

03

04 Technological enablement & operational excellence

Invest in technology to automate transactional tasks so HRBPs can focus on strategic activities.

04

05 Continuous evaluation & evolution

Regularly assess & adjust the HRBP model, plan for future needs.

05

DO YOU HAVE
ANY QUESTIONS?

Thank You

All Dear Learning Partners
for allowing me to be with you.
Believe we will have a very
effective Learning Journey

**I AM
GRATEFUL**