

Discover your Brand  
Persona and Create  
the Difference...

Strategic  
HUMAN RESOURCE  
MANAGEMENT  
(SHRM)

**3 - Days Training  
Session**

July 28-30, 2015

**ISLAMABAD**

# A bit About us



**ALI ABBAS,**  
Director, Training & Consultant  
[ali@brandspeak.org](mailto:ali@brandspeak.org)

**Brand Speak consultancy** is empowered by challenge seeking team that provides insights into how to design and deliver quality training solutions to enhance team potential and develop new skills. We are strongly committed to achieve the highest level of excellence each passing day and consistently fulfil the promises given to customers and other stakeholders.

**Brand speak Consultancy** offers diverse National and foreign training programs in Dubai, Malaysia, Turkey, Thailand , Srilanka and UK for NGO & business Management that includes HR, Finance & Auditing , M& E, Procurement, Health, Wash, Education, Advocacy, Commodities (NFIs and GFD), Livelihood, DRR, Child Protection, Safety & security, women development and Program writing unit.

The Training is delivered by professionals and highly qualified consultants, all of whom have extensive experience of working with NGOs, local government, public and private international organizations and delivering trainings across the world. Our rapidly growing client base spans a wide range of industries and includes educational institutions, small companies, multi-national corporations and NGOs.

# Content

## Strategic Human Resource Management

The concept of SHRM assumes significance as HR professionals are now primarily responsible to ensure that their strategic HR Policies and Practices are in line with the short and long term needs of their organization.

SHRM emphasizes the need for HR plans and strategies to be formulated within the context of overall organizational strategies and objectives and to be responsive to the organizations' dynamic external environment.

The objective of this Program is to delineate the concepts and characteristics of SHRM, its relationship with business strategies of the organization, its several models with their effects on Core HR functions and the relationship between SHRM and Organization's Structure, Strategy, Culture and Policies.

### **A. CONCEPTUAL UNDERSTANDING**

1. HRM Roles, Functions and Strategies

### **B. OPERATIONS AREA**

1. Organizational Strategy, Structure, Culture and Policy
2. Organization, Jobs and Roles
3. Organizational Development, Change & Transformation

### **C. SYSTEMS AND PROCEDURES**

2. HR Information Management System
3. Employee Resourcing
4. Talent Management
5. Competency based HRM
6. Jobs and Roles
7. Staffing Strategies
8. Employees Selection
9. Training
10. Career Development & Management
11. Performance Management
12. Rewards Management
14. Conclusion – The Future of SHRM

# International Trainings



Dubai  
Malaysia, Turkey  
Bangkok & Srilanka

# Training Methodology

“**Passion**” is the key essential force that drives our success. It determines everything that we **think and do!**”

BSC relies on a variety of training and facilitation methods and techniques. Used whenever applicable, these methods are aimed at enhancing individual and group interaction while maximizing learning. Some of these methods are:

- ✓ Brief presentations by the consultant
- ✓ Group debriefs
- ✓ Individual and team exercises, indoors and outdoors Behavior modeling and role-plays
- ✓ One-to-one and group discussions
- ✓ Case studies, simulations and small projects
- ✓ Video films, videotaping and playback
- ✓ Self-analysis questionnaires and learning instruments
- ✓ Assessment tests at the beginning and end of training programs
- ✓ Individual action plans (to follow up and evaluate training results)

# The Training Days are Inclusive of:

If you're looking for a training company with a flexible approach and a strong track record, why not give us a call Or please visit our website for knowing us.  
[www.brandspeak.org](http://www.brandspeak.org)

## **COURSE FEE:**

The training fee is PKR 17,000 covering all training costs including training material, resource kit, stationery, resource persons, lunch and teas during working hours.

Plus two months FREE telephone coaching to answer any on-going questions

**HOW TO PAY:** Please make payment of your training fee prior to the event in favor of Brand Speak consultancy through crossed cheque / cash payment or bank draft.

**WORKSHOP TIMINGS:** 0900 – 1700 hrs. Daily

**CONTACT PERSON:** Your contact person at Brand Speak Consultancy is Mr. Asad Raza Manager Training and Development. Direct all your training coordination at or [Asad@brandspeak.org](mailto:Asad@brandspeak.org) call him on (+92) 0321-5959734

**LAST DATE FOR REGISTRATION:** BSC shall close the registration as soon as the number of nominees reaches to total of 25. However; the last date for registration is July 25, 2015.

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