Workshop Overview

"Strategic Human Resources Management”
SSR-I2-S-18

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Dates 6-7 December 2018

Venue RACVIAC facilities at the "Vitez Damir Martić" military barracks
Stari hrast 53, Rakitje, 10437 Bestovje, Zagreb, Republic of Croatia

Background: in today’s business and public administration environment the Human Resources Management is gaining increasing importance. The role of Human Resources (HR) in organizations, both in the public and private sector, has in the past been largely reactive – waiting for inputs from the organization and supporting it through mostly transactional everyday activities. And although these activities are still very important and needed, times are changing and HR is becoming more and more relevant as a strategic partner for the future of the organization. Today HR contributes as a partner and as a strong change agent in many processes such as strategic planning, establishing a strong Employer Brand and development and retention of key talent needed for the future. Partly due to the development of HR professionals and partly due to the rapidly changing labour market, HR today has more possibilities to influence the organization than ever before. It is not about waiting for the organization’s leaders to ask HR for help. Instead, HR can step up to the challenge and demonstrate its strategic value today.

Purpose and Objectives: the 2-day Workshop will be focused on introduction and understanding of key HRM concepts and tools by using a participatory approach and methods with the aim of addressing the key strategic HR challenges. After completion of the Workshop the participants are expected to understand the role of HR today – moving from the Transactional to Strategic HR Management, to know how to analyse the inner and outer context of the organization and implications for HR, to know the key elements needed to develop employer value proposition (EVP), to attract and retain key talent, and to start considering key HR challenges that their organizations are facing and possible first steps to start addressing them.

Participation: the target audience is middle and senior level management working in Human Resources. The maximum number of participants is limited to 25. This limitation has been determined in accordance with the applied Workshop organization and methodology. Individual participation quotas will be established via the Workshop Invitation Letter. Selection and nomination of participants should be based on the current or future duty-related criteria exclusively.
Methodology: the Workshop is going to be executed in accordance to the Human Resources Development Consulting Company “FLAME Consulting d.o.o.” Programme. The first training day will focus on introduction and understanding of key concepts and tools, using presentations, videos, case studies and interactive group activities to support learning.

The second day will be a workshop using participatory approach and methods with the aim to address the key strategic HR challenges of participants and start discussing possibilities and actions. The participatory processes Open Space and World Café will be used.

The working language is English. It is essential that the nominated participants have the required level of English language proficiency in order to participate actively in the Workshop.

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