Strategic

STRATEGIC WORKFORCE PLANNING & SCENARIO MODELING

COURSE OVERVIEW

The "Moneyball" of HR. Using data to forecast future talent gaps and designing strategies to Build, Buy, Borrow, or Bot.

COURSE OBJECTIVES

- Conduct Supply vs. Demand analysis for critical roles.
- Differentiate between Critical Roles and Critical People.
- Create workforce scenarios (Growth, Stagnation, Transformation).

SKELETON OUTLINE

- The SWP Methodology and The 6 B's: Buy, Build, Borrow, Bind, Bot, Bounce.
- Segmentation: Identifying Impact Roles.
- Scenario Planning Methodologies.
- **Project:** Running a Gap Analysis for a 3-Year Strategy.

EMPLOYER BRAND & TALENT MAGNETISM

COURSE OVERVIEW

Treating the employee experience as a product and the candidate as a customer. Defining and activating the Employee Value Proposition (EVP).

COURSE OBJECTIVES

- Define and articulate a unique EVP.
- Manage the employer brand on digital platforms.
- Create authentic storytelling content.

SKELETON OUTLINE

- Marketing Meets HR: The Brand Funnel.
- Defining the EVP Pillars.
- Activation: Living the Brand.
- **Action Plan:** Drafting an EVP Statement.

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