

Potential



Performance

**CHRA<sup>®</sup>**

**CERTIFIED HUMAN RESOURCES ANALYST**



## PROGRAM OVERVIEW

The Certified Human Resources Analyst (CHRA) Program trains individuals to broaden the understanding of human resources as business partner. It prepares people to implement and actively adapt the principles and instruments of effective change “How to step from an administrative to an active HR Service Management Approach” in the organization. The Program enables individuals to raise awareness of skills and knowledge needed to successfully execute recruiting, people development and performance management. It also reflects on harmonizing specialized knowledge and interpersonal capabilities to tap the full potential of individuals, stepping from Performance Management to Excellence Management.

***“How to manage change successfully and turn it into an opportunity.”***

## PARTICIPANTS

This Program is designed for individuals from Human Resources units as well as leaders from diverse company and government departments and divisions:

- Human Resources Analysts
- Human Resources Practitioners
- Managers and Executives
- Professionals with demonstrated knowledge, and potential skills and abilities
- Human Resources Business Partners

## PROGRAM OBJECTIVES

- Identify new role as HR Business Partner in your organization
- Design and develop an effective recruiting process
- Determine training effectiveness
- Take the next step: from Performance Management to Excellence Management
- Apply various change management models

## TRAINING APPROACH

This 3-day Program is an instructor-led, workshop-based environment. The instruction is a blend of lecture, application, individual and team-based exercises. There is additionally 20 hours recommended of self-study to apply knowledge and skills learned in the Program to their daily work and to go through the final written exam at the end of the Program.

## CERTIFICATION EXAMINATION

Program success is valid by full attendance as well as the passing grade of 70% or higher in the final Certification Exam, demonstrating that the participant has successfully learned, retained, and can utilize the Program knowledge. The final Certificate is awarded and delivered by the GAFM, UBT, and CEC.

## PROGRAM OUTLINE

HR as Business Partner

HR Management Role and responsibilities

- What are your responsibilities?
- What is your function?
- What is important about that?

Competencies: Theory and Practice

- What are competencies?
- What kind of models can be used?
- What is important about that?
- How and where can we use our competences?

Recruiting: Requirements and identify TOP-Candidates

- The Power of using a label like “Great Place to Work”
- How to set up effective interviews and identify the right candidates
- How to set up Development Programs and design a Career Framework
- Experience Training as a hidden change: What is important to make this change happen?
- Training Needs Analysis

Training effectiveness and methods for measurement

- The different measurements for training effectiveness
- How to create higher rates of change

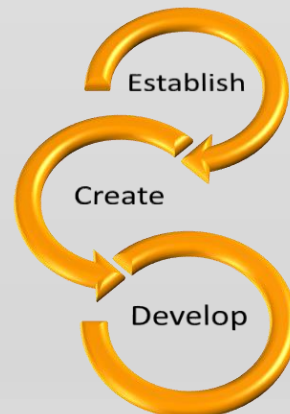
Performance Management

- The importance of Performance Management
- Different ways of Performance Management
- How to step onto Excellence Management

Benefits and Compensation Policy

- Compensation Management System and the influencing factors
- Job evaluation as part of a “Great Place to Work”

CERTIFICATION EXAM



Learn how to **ESTABLISH** a new understanding of your role and responsibilities while expanding your knowledge and extending individual awareness based on utilizing methods, models and training approaches that focus on organizational and personal development, different types of communication and effective management. Once the knowledge and awareness have been developed the basis has been built up to **CREATE** miscellaneous methods for the measurement of Training Effectiveness and Excellence Management: to increase individual competences and consciously enhance the ability to design effective and cooperative collaboration. The CHRA Program equips you with methods and knowledge to **DEVELOP** Sustainable Change in your organization as you know how to **ESTABLISH, CREATE** and **DEVELOP HR** as Business Partner.

The CHRA Certification is a management tool that is aimed at improving corporate intelligence by shifting roles and challenges to a new level of understanding and awareness. There are different modules within the CHRA Certification Program with focus on reducing stagnancy; it represents a systemic approach for defining the new role of Human Resources Leaders as well as people in head functions to enable them to step onto a new pathway and acquire the competencies to implement the "Future of Human Resources".

## ROLF HARTUNG

## EXPERT TRAINER



Rolf Hartung is founder of "Rolf Hartung: Talent Management Consulting" and certified as "NLP Master and Trainer DVNLP" & "Coach DVNLP" which focus on Human Change and Communication. As Certified Trainer, he holds a certification as "Project Manager" from the George Washington University, Washington, USA. With over 20 years of experience, he certified other instructors and drove a "Coach the Coach" Program. One of his special features lies within Organizational Development where he designed effective training programs for users across multiple responsibility levels and cultures. It includes the Development of Competency Profiles, Skill Driven Development Programs and the implementation of Premium Skills People Development Programs for different kind of jobs and their levels based on the Lominger Competencies as well as to evaluate training effectiveness.

His training programs and expertise range across a variety of bringing people to the expected competency level or to the next level of possible promotions. An additional asset is his long lasting experience in providing training in and making use of Neuro Linguistic Programming, to create and deliver Leadership & Communication Trainings, in close relation with HR. Most of his professional projects have been concentrated in People Development and Organizational Development accompanied by proven Leadership and People Management Skills Training.

His most recent project has been the setting up of an Academic Program "How to find new talents" where he hired 30-60 new people per year from University worldwide to enable them to participate in a 6-month training program and guide them all along their new jobs.



## GAFM, CEC, UBT CERTIFICATION BENEFITS

- Gain Recognition from The Professional Global Certifying Body and Accreditation Council
- US and Credential Recognition with US Credential Verification. Use of Board Certified Post Nominals and Designations after your name on your Business Card
- Protect your job by achieving recognition from: an independent, vendor neutral, recognized and global authority
- Enhance your digital resume a key membership and industry recognized certification
- You can add GAFM to your Resume, Degree or Professional Licenses & Improve your professional image and salary potential
- Request to Publish Research on our journal, publications, or website as a Certified Member.
- Assist the GAFM with its work with the United Nations, Accreditation Agencies, and Department of Labor
- Obtain CPE continuing education easily from any of the 600+ Programs and Business schools that we recognize
- Join our Global Members network and career tools
- Members in more than 150 Countries with Global Professional Membership and Articulation Alliances
- The GAFM Board has international alliances with Leading Associations in the Arab World, Asia, Africa, India, China, Asia, Singapore and more
- The GAFM Official Approved Annual Conferences are TOP Global Conference on International Money, Tax, and Market Issues
- Top Faculty from around the world are GAFM Members, Global Advisors and Fellows
- Certification programs generally count for continuing education for legal, accounting and designations



## ABOUT GAFM

The International Board of Standards for the Global Academy of Finance and Management is an independent SRO Regulatory Organization Entity and worldwide professional society of management and financial practitioners.

The GAFM International Board of Standards is Accredited by the European TUV *Technischer Überwachungs-Verein Österreichisch - Deutschen Gruppe* and Certified/Accredited for ISO Quality Management Standards 9001 and ISO Certified 29990 for Global Training Standards. It is also a founding member of the quality assurance standards memorandum of the CHEA International Quality Group.

GAFM is world recognized, an independent Board of Standards and Accreditation Council for professionals with members more than 150+ countries providing brand recognition for the graduate organization and for individual designations.

In the 22 Arab Nations, GAFM has a multi-year alliance with the Arab Leagues' Arab Academy as a professional alliance organization, which gives the GAFM authority to issue joint diplomas and professional certifications locally in the Arab World. GAFM has approved over 800 accredited government educational providers worldwide via the ACBSP Accreditation articulation alliance and consults directly to assist several governments, including USA, China, Brazil, as well as the United Nations.

GAFM Certifications are also recognized by the India Academy, Latin Consortium, and the African Economist Association.



## CEC, King Road Tower, 27<sup>th</sup> Floor Jeddah



## PROGRAM SCHEDULE

**1 November 2017: 9 am - 4 pm**  
**2 November 2017: 9 am - 4 pm**  
**3 November 2017: 3 pm - 10 pm**

## PROGRAM FEES

**6500 SR (with Certification) instead of 11000 SR**

## ABOUT UBT CEC

The Continuing Education Center (CEC) of the University of Business and Technology (UBT) is a leading international training institute for professionals and executives in career development and in various fields of business and management. Based in Jeddah, UBT is the first university dedicated to business and technology studies in Saudi Arabia.

Where knowledge is power, CEC aims to up-grade and up-date the know-how and expertise of those employees with respect to their various profiles, positions, career evolution and challenges.

## CONTACT CEC

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