

**PARTNERS IN KNOWLEDGE UK LTD**

Suite No. 129  
295 Chiswick High Road  
LONDON W4 4HH



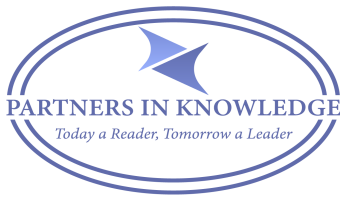
## **London BD & Strategic Planning Conference**

PIK592-1125 LON-1



**Phone:** (00 44) 208-0900-865 / **Mob.:** (00 44) 757-722-6724 (+WhatsApp) / **Mail:** [info@piklondon.com](mailto:info@piklondon.com) / **Web:** [www.piklondon.com](http://www.piklondon.com)

Registered in England and Wales No. 8960506 / Members of the WBC (Westminster Business Council – LONDON)



**Place:** London (UK)      **Venue:** Marriott Hotel (Marble-Arch, LONDON) - TBC  
**Start Date:** 24-11-2025      **End Date:** 28-11-2025      **PPP:** £2350



**London BD & Strategic Planning Conference**  
PIK592-1125 LON-1

**If you can't train them,  
you can't blame them!**

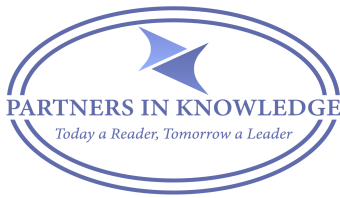
**Short Description:**

CONFERENCE INTRODUCTION: Most organisations prioritise the management and motivation of their workforce above all else. This conference aims to provide valuable insights into optimising Business Development (BD) and Strategic Planning (SP). The content of this conference encompasses the key elements of an effective BD & SP process. Participants will gain a comprehensive understanding of these essential components and develop the skills needed to enhance BD performance. By exploring latest key strategies, attendees will learn how to grow and develop business in a challenging environment. Furthermore, participants will explore the significance of training and learning programs in fostering employee growth & development. They will acquire knowledge on designing effective training initiatives that address evolving business needs while equipping employees with relevant skills and knowledge. Lastly, the conference will highlight methods for measuring the value of HR, enabling organisations to gauge the effectiveness & impact of their human resource practices.

**Course Overview:**

**CONFERENCE OBJECTIVES:**

At the end of this conference the participants will be able to:



- Cultivate an understanding of the benefits of efficient Human Resources Management.
- Foster an understanding of essential HR & HRD strategies to enhance organisational success.
- Comprehend the implementation of Strategic Personnel Management & Human Resources Development practices in the workplace.
- Implement suitable approaches for specific work scenarios.
- Possess the ability to analyse current HR practices critically.
- Gain insight into enhancing employee productivity.
- Acquire knowledge on facilitating learning for individuals & teams.
- Identify, plan & evaluate training programs.
- Establish an efficient framework within the HR department.

### **TARGETED AUDIENCE:**

- Human Resources Managers.
- Human Resources Supervisors.
- Human Resources professionals & individuals with personnel development or management duties.
- Individuals working in HR, Personnel, or Training & Development positions.
- Professionals who are interested in managing & developing people would also find value in this.

### **Program Outline:**

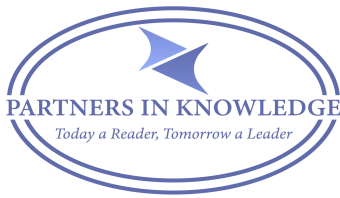
#### **CONFERENCE OUTLINE:**

##### **15/04/24: Introduction to BD & SP.**

1. Seminar introduction and objectives.
2. The context for BD & SP.
3. Human Resource Management VS Personnel Management.
4. Human Resource Development (HRD).
5. Human Resource Planning (HRP).
6. Strategic BD – the new BD Strategic Model.

##### **16/04/24: Resourcing & Recruitment**

1. The employment psychological contract.
2. Why do good people leave?
3. Induction, job descriptions & references.
4. Personality Questionnaires & forms of testing.



5. The new recruitment process to avoid litigation.
6. The value of using assessment centres.

### **17/04/24: Training Learning & Development**

1. Career Management & Personal Development.
2. Coaching & Mentoring
3. E-learning.
4. How flat organisational structures & empowered teams affect training & development.
5. Self-Development.
6. 360-degree feedback as a development tool.

### **18/04/24: Value for Money From HR**

1. The new HR structure.
2. New roles within HR.
3. HR Business Partners.
4. Value of trend analysis & HRP.
5. Internal & External Frameworks.
6. Proving ROI on HR activities.