



Professional Certification Program

Strategic Human Resources

by:

Alonos[®]

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Strategic Human Resources

Learn how to:

- Match organizational capabilities to business strategies
- Align organizational structure to business performance
- Recommend human capital changes to achieve business objectives
- Translate a company's strategies into organizational, cultural, and human capital requirements
- Assess a company's product/service market differentiation
- Analyze a company's financial performance
- Interpret products/service mix and business growth strategies
- Appraise company culture and its impact to business performance
- Differentiate your company from its competitors using employee value propositions
- Understand the employee journey through your company
- Lead change by translating business goals, motivating and engaging employees, and ensuring cultural adoption

Who should participate?

Human Resources professionals who require higher levels of business acumen to progress in their careers

- HR Executives & Vice Presidents
- HR Directors & HR Business Partners
- Field HR & HR Generalists
- Talent Management Professionals
- Organizational Development Professionals

Certificate Information

- **Peer-Interactions**
Get to know a peer group and learn together throughout your course of study
- **Digital Badging & Certificate**
Earn a validated digital badge and certificate which you can use on your resume and social media platforms
- **Virtual and Online**
The program is designed from the beginning for online instruction using the best blended learning techniques
- **Application Based**
Integrated case studies designed for the HR professional to practice applying key strategic models
- **Completion Time**
Public/open-enrollment are scheduled to be completed in one calendar year, and the courses are completed in series. Custom schedules can be arranged for in-tact groups.
- **Professional Recertification**
Qualifies for recertification credit with both HRCI and SHRM

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Course One: Business Models and Systems

- **Module 1:** Assessing Business Financials
- **Module 2:** Determining Market Value Differentiation
- **Module 3:** Business Growth Strategies
- **Module 4:** Understanding a Company's Value Chain

Course Two: Culture and the Employee Value Proposition

- **Module 1:** Profile a Company's Culture
- **Module 2:** Understanding the Employee Journey
- **Module 3:** Developing an Employee Value Proposition
- **Module 4:** Leading Change to Translate, Motivate, and Engage

Course Three: Viewing Organizations as Systems

- **Module 1:** Systems Thinking and Performance
- **Module 2:** Organizational Structure and Design
- **Module 3:** Organizational Power and Decision Making
- **Module 4:** Organizational Capabilities and Human Capital Change

Content subject to change



Program Author and Instructor

Dr. Dale J. Albrecht is CEO and Executive Partner for Alonos. He is also an Adjunct Professor for the University of Texas at Dallas and Fort Hays State University. He is an author for Forbes, and he has published several journal articles and books.

Dr. Albrecht has fulfilled roles in Performance Consulting, Organizational Design & Effectiveness, Project Management, Engineering, Technical Operations, Human Resources Leadership, Education, and Change Management. He has worked in several industries including retail, manufacturing, telecommunications, medical devices, construction, and Department of Defense. He has considerable experience consulting with most corporate functional areas including sales, engineering, software development, supply chain, human resources, information technology, and service.

Dr. Albrecht completed his Doctorate in Business Administration with Swiss Management Center University in Zug, Switzerland. He holds a Master's in Business Administration with a concentration in HR Management from Columbia Southern University. He has a Bachelor of Science Degree in Workforce Education & Development from Southern Illinois University at Carbondale, where he graduated Summa Cum Laude and a member of the Golden Key National Honor Society. He holds a certificate in Organizational Development from DePaul University. He is a certified Senior Professional in Human Resources, a SHRM-Senior Certified Professional, an appointed Six Sigma Master Black Belt. He also holds a certificate in Project Planning, Analysis and Control from George Washington University and he is a Certified Instructional Designer.



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