

## HUMAN CAPITAL CERTIFICATION PROGRAM (HCCP)

# Employee Wellbeing (Talent and performance management) Certified Professional

Fully online, hands-on, insight-led, and industry-driven HR learning experience

Connect and learn with professionals from across regions and sectors

- Make the next step in your HR career with a focused, practice-first module.
- Step into Talent Partner/Performance Manager roles
- Increase manager capability and reduce performance cycle pain
- Prove impact with simple analytics your leadership can trust



## Core Focus

- ✓ Attract, select, and grow talent with fair, analytics-led processes
- ✓ Design performance frameworks, 1:1s, calibration, and rewards alignment
- ✓ Build wellbeing practices that reduce attrition and improve engagement
- ✓ Policies that align employee satisfaction with performance



### Learning Outcome

- Manage the full talent lifecycle; run performance analytics; design wellbeing policy
- Aligning talent with organizational growth and competitiveness.
- Employer's branding through employee wellbeing policies and framework

### What You'll Learn (Key Competencies)

- Talent Management Frameworks: Acquisition to Retention
- Performance Management Evolution: Traditional vs Continuous Models
- Goal Setting Techniques: SMART Goals, OKRs, KRAs
- Performance Measurement: KPIs and Metrics Design
- Performance Appraisal Methods & Behavioral Assessments
- Balanced Scorecard & Performance Dashboards
- Risk Indicators in Performance & Workforce Planning
- Linking Performance to Rewards & Career Growth
- Market Competitiveness & Benchmarking Tools
- Design Workshop: Build a Performance Management System



## Who Should Attend

- HR generalists and specialists aiming to step into strategic roles
- Line managers and unit heads seeking HR fluency for better team outcomes
- Founders/SME owners professionalizing people operations
- Public sector and NGO HR teams
- Career switchers entering HR (bridging support available)



## Assessment & Certification

- Case studies, quizzes & presentations — **20%**
- Final project — **60%**
- Participation & attendance — **20%**
- Credits exemption is available if opts asynchronously



## Schedule & Hours

- Course Commencement: March 24 to May 25, 2026
- Last Date for Registration: 20 March, 2026
- Synchronous: 32 hours | Duration: 8 weeks
- Schedule: Evening: Wed & Thu, 6:30–8:30 pm PKT (4 hours/week)
- Delivery: Live online; recordings available for review

## Fees & Discounts

- Tuition: PKR 25000
- Registration: PKR 5000
- Early-bird (book 30+ days before): **10% off**
- Corporate nominations: 3–5 seats → **12% off**; 6+ seats → **15% off**
- Public Sector/NGO/Education: **15% off** (verification required)

## Admission Requirement

# 01

Bachelor's degree preferred (flexible for experienced professionals)

# 02

Basic computer literacy and stable internet connection

# 03

Commitment to live participation and project work

## Contact Us

### ASK Development

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