

Transforming HR to Deliver Value for The Business





Attributes of Top HR Professionals

In the present scenario, the role of the Human Resource (HR) Executive has transformed rapidly; from providing administrative excellence to the strategic positioning of people for competitive advantage. There has never been a time more crucial to an organization's success than today, when having the right people with the right skills in the right place and at the right time, been regarded as a source of competitive advantage. HR leaders need to have a strong understanding of the external environment with policies and practices, which are strategically sound and operationally excellent. With the world suffering from intense talent shortage, demographic change, and the need to create meaning at work through employee engagement, HR leaders need to be able to provide insightful inputs to the management team.

3 Key Pain Points to Look for HR Leadership

Good leadership begins with HR. They have a key role in helping the organization to circumvent conditions, where leadership styles avoid employees from achieving their highest potential, or render them unproductive. A great HR always ensures a good stakeholder management throughout the organization, identifies leadership priorities within employees, reviews dynamic forces at play in the business environment, develops characteristics of a multi-generational workforce, integrates reward into the EVP-financial and non-financial benefits, develops a mentoring programme, measures the success of talent management and ensures all-round development of the whole workforce etc.

Topics to be covered:



1. The Impact of HR Leaders

HR professionals are the most important assets of a company, when it comes to define the leadership strategy for an organization. For this, the HR leaders need to understand the important leadership concepts and how to apply them to HR function. They need to self-analyse themselves using the HR Leader's Index, and identify leadership priorities. Also, developing an effective Leadership action plan is of utmost importance. Moreover, they need to review the dynamic forces at play in the business environment and how they apply to the HR management and most importantly, their respective strategic responses. In the present scenario, they also need to identify and prioritise key components of HR strategy.

Only
8%
of Executives
Describe
Their Current
HR Analytics
Team as Strong

Let's go through an in-depth analysis of how HR leaders define leadership strategy for an organization.

a. Positioning The HR Management

Positioning
The HR
Management

Set KPI's &
Measure
Productivity of
Your Team
Based Upon
Them

Track The
Progress
by Comparing
With Industry
Standards

Review The Quality
of Management
Policies Based
Upon Their
Performance

Have A Hawk Eye Over
The Upcoming Changes
in The Industry & be
Prepared to Discuss
Them With Your Team
Members Whenever
Necessary

b. Do Not Harbour Any Prejudices & Change As Time Requires

Concentrate More
on Developing A
Proactive Strategy
While Developing
Ideas & React Less
To People's Issues

Expand Your Network
Constantly To Learn
New Ideas About Your
Profession & Identify
Breaks In Continuity

Hear Out Your Team
Members At Times of
Difficulty & Do Not be
Impartial With Any of
Them

c. Establish A Specific Corporate Culture

Do Not Let The
Culture Set Itself
Rather Set A Specific
Corporate Culture,
Which Everybody
Looks Upon

Build A Proactive
Culture That Drives
High Performance by
Letting Employees
Explore Their True
Potential

Establish A
Communication-Centric
Culture Where
Everyone is Allowed to
Exchange Information
& Become A Part &
Parcel of The
Company's Growth

Abort The Status
Quo As Soon As
Possible And Make
Better Decisions for
The Good of The
Organization Rather
Than Serving
Individual Purposes

d. Impacting The Decision Makers

A Effective HR Leader Is A Professional Who Influences
Highly Enthusiastic, Highly-energetic, & Egotistical
Leaders to Work As A Team With Others

An Effective HR Leader Learns A Robust Way to
Communicate With The C-Suite Level Executives, Which
Leads To A Synergist Solution To The Issue

e. Spotting Priorities & Finishing Work Within The Set Deadline

An Effective Leader Knows How To Prioritize Their Responsibilities Effectively

Instead of Multitasking With Many Responsibilities, An Effective HR Leader Selects 2-4 Tasks Of High Priority & Finishes Them At The Earliest

Precision, Clarity, & Focus Are Traits of An Effective HR Leader

They Set A Feasible Deadline & Achieve All Their Tasks Within The Set Time

2. Workforce Planning

In the present business scenario, Strategic human resource management (SHRM), is one of the most important concepts. SHRM aims to link Human Resources (HR) functions; namely recruiting, training, talent management, and rewarding personnel with strategic goals and objectives of the company. This not only helps to exponentially grow the business performance, but also develops a culture of innovation, which benefits the company in the long run. Apart from contributing financially, SHRM also helps improve employee motivation. No matter whatever be the size and domain of the organization, a healthy relationship between HRM and the core management team of the company, lets the HRM department to alter its image from being a 'cost-center' to a 'strategic business ally'. Let's discuss in detail a few of SHRM elements.

a. Recruitment & Selection

A

HR Professionals Need to Select The Right Candidates From A Big Pool of Applicants

B

HR Managers Need To Evaluate Candidates With Respect To The Strategic Demands & Long-Term Business Objectives of The Company

C

A Good HR Professional Needs To Create Different Selection Criteria For Mass Job Positions And Usual Recruitment Practices

b. Training & Development

A

An Effective HR Manager Needs To Gauge The Market Effectively & Determine The Top Skills & Talent Required to be Successful

B

To Mobilize, Channelize, & Grow The Value & Potential of The Employees, HR Professionals Need To Invest & Develop Top-Notch Training & Developing Programmes

C

To Target The Training & Development Courses More Effectively, HR Managers Need to Adopt A Strategic Approach Rather Than An 'Ad-Hoc' One

D

HR Managers Should Create A Quality-Check Template To Compare The After-Effects of The Training & Development Programmes Upon The Employees' Productivity

c. Performance Management

A

Strategic Performance Management (SPM) Complements The Differences Caused Due to Failure of Communication Between The Top Management & Those Further Down The Line

B

HR Professionals Need to Create A Performance Evaluation Plan That Evaluates Employees Against Their Performance

i) Have All The Targets Been Achieved?

ii) The Process Through Which They Achieve Their Targets?

d. Compensations & Rewards

A

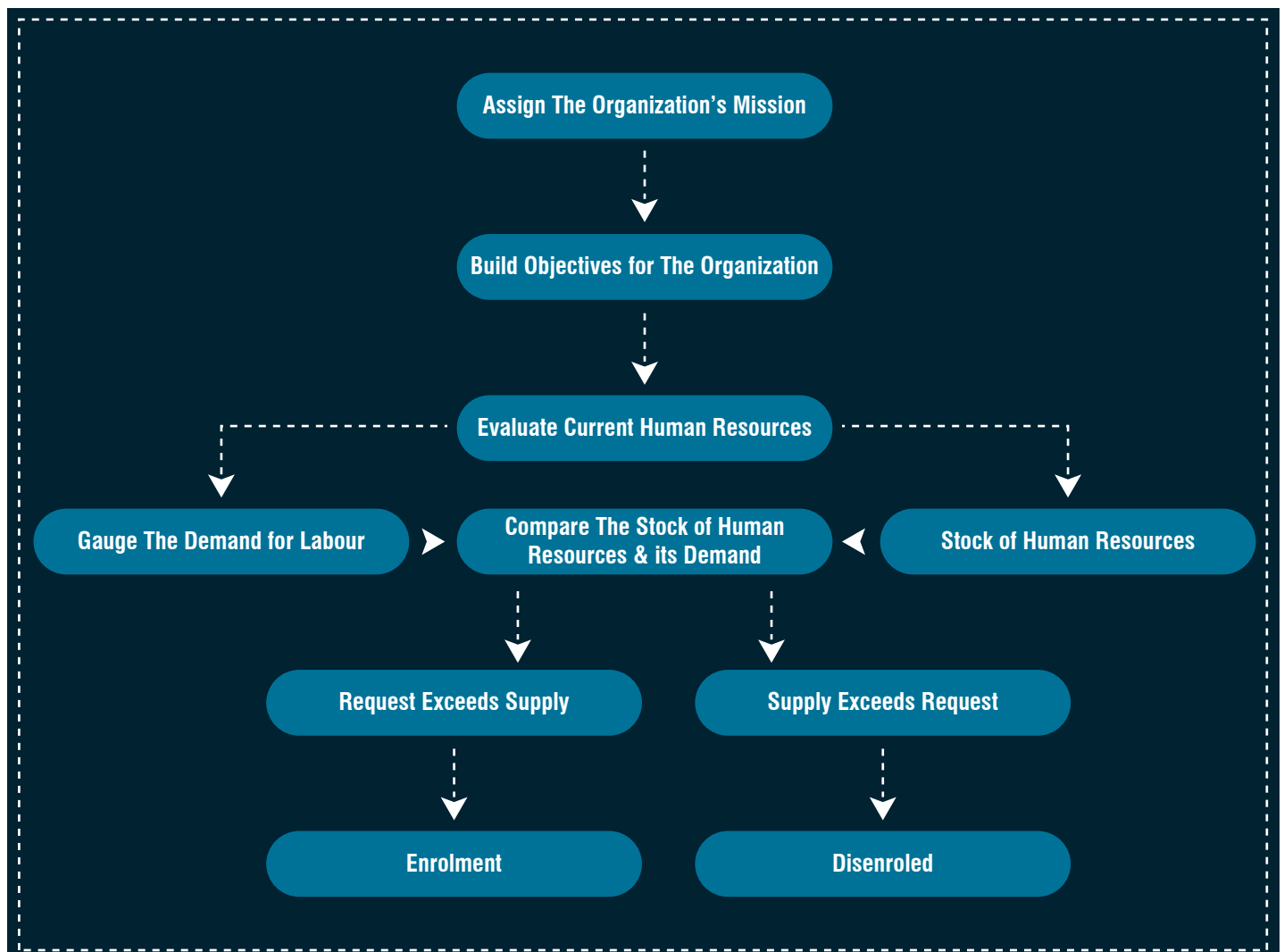
The Main Objective of This Department is To Reward Employees on The Basis of Their Skills, Knowledge, & Achievements

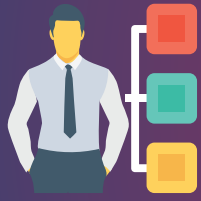
B

HR Professionals Must Know That Compensations & Rewards Alone Cannot Ensure The Fulfilment of The Business Goals

C

Effective HR Professionals Build A Strategy of Variable Pay Systems Where High Performers Are Rewarded More & Low Performers Are Rewarded Less





by 2020

5 Million
Jobs Will be Lost

&

35%

 of Core Skills
Will Change
between 2015
& 2020

3. Employee Value Proposition (EVP)

Effective HR managers need to know how to develop an Employee Value Proposition and an employer brand to attract and retain workforce. A strong HR policy takes into account a multi-generational workforce, and creates an effective reward system for them. Also, integrating EVP into the EVP-financial and non-financial benefits. Effective HR managers also create policies for Executive Coaching and Performance coaching, and develop a mentoring programme. HR managers should always remember the adage 'Make your people before you make your products'. Let's get into in-depth analysis of how HR managers can achieve the above stated things.

59%

 of Company Use Their
Career Website to
Communicate Their
Employer Brand

&

55%

 of Employees Believe
it's Important Other
People Want to Work
for Their Employer

&

41%

 of Companies Have
Developed
An Employer
Brand Strategy

a. Define EVP at The First Place

A

 Learn What Your
Employees Brag About in
Their Neighbourhood. is
it About Their Work,
Organization, Or Perks?

B

 Should Your EVP Should Encompass
Features Like Various Forms of Pay &
Benefits, Learning & Development,
Flexible Work Arrangements, & Wellness
Programs?

C

 Should Your EVP Consist of
Elements Like Challenging &
Meaningful Work, Creating
Engaging Organizational Culture,
Development of Perception

b. Define An Employee Brand

A

 Understand The Beliefs, Experiences, Hunches, &
Impressions That Customers Assign to Your Organization

B

 After Understanding Such Things, Build A Strong Value
Proposition, & Aid it With An Impelling Brand

c. Ask For A Feedback From Your Employees

A

Ask Why Do They Like Working in The Organization

B

Ask What Inspires Them to Engage With The Events & Activities Undertaken by The Company

C

Enquire What Kind of Improvements Would They Like to See

D

Enquire What is The Most Important Attribute They Have Related With The Organization

d. Recognize & Reward Your Team's Achievement

A

Let Your Employees What is Expected of Them & Reward Them For It Appropriately

B

Motivate Your Employees on A Regular Basis

C

Pay Attention to What The Employees Live Outside The Office & Get Involved In That

D

Have Cordial Relationships & Treat Them As Your Friends, Not As Your Subordinates



CONCLUSION: Today, there exist myriad programmes on HR Leadership but unfortunately, most of them are devoid of tools, which can train HR professionals on how to deliver competitive advantage through people, or how they can develop an HR strategy that is perfectly aligned to the business strategy. Also, workshops often fail to provide a strategic workforce plan as part of this process. Moreover, Talent management systems and processes that help ensure the identification, attraction, retention, and effective management of people through talent management systems are often missing. In our 4 day workshop, Julie Smith and Paul Turner, will teach you how to sail your way through the nitty-gritties of HR Leadership, through real-life case studies, Reward and Talent management, Employee Value Proposition etc. We urge you not to miss this opportunity, and take-home expert HR-Leadership skills to help you impart expert executive coaching, performance coaching, and mentoring to your employees, which will ultimately retain your employees and increase their productivity to higher level.



People- Knowledge- Success



Consulting/
Interim Management



Executive Search



Master Class &
Conference

Incorporated in 2002 and head quartered in Singapore, **Quest on the FRONTIER** is an established international consulting, executive search and training company operating in Asia, the Middle East and Africa with 7 offices including China, India, Vietnam and Indonesia. We provide implementation consulting wherein our consultants with deep industry knowledge help organizations develop and execute business initiatives. The same philosophy guides our training services including Quest Master Class; our Master trainers are seasoned industry executives with leading global companies who share their insights and facilitate interactive learning among the participants. Quest conferences provides a platform for industry leaders to exchange ideas, interact and network. We help individuals and organizations succeed through knowledge and insights.



www.questonthefrontier.com

Singapore | Hong kong | China | Vietnam | India | Indonesia | Dubai UAE | Myanmar

for More Details Contact parag.visaria@questonthefrontier.com