

“ HR, the new strategic partner of the corporate world!!”

If yours is a local company and you want to compete with the giant global business conglomerates, definitely you need a proactive and strategic human resources department. I'm not jesting, just believe it. The existence of a HRD is vital to overall productivity and efficiency of the strong workforce in any thriving company.

In my view if you get it right in HR terms, the rest gets a lot easier. In fact, good human resources can be one of the most valued and respected departments in an organization; their job is people, and people are the company's most important asset. In fact not assets they are component of company capital, meaning human capital.



HRD can significantly provide input and their effort to help the line department. Still there are so many organizations who don't believe on this. It's not because expert HR professionals don't exist. They do, but they're either rare or ignored. Rare, because they are a special breed -- one that simply thinks differently than most other HR people do, or ignored, because most organizations are driven by old methods and practices that reject the avant-garde ideas these experts offer. Too many organizations fail to attain the high per-person productivity that results when talented HR experts are encouraged to make strategic decisions.

My perception is that the best HR professionals can significantly help their organization to increase productivity, sales, and other performance metrics in a continuous period of time. Yet senior executives are generally so inured to the typical "paper-pushing" HR approach that they overlook or disregard HR professionals who could be great strategic partners. As a result, many organizations remain mired in archaic approaches left over from the old "personnel office" days.

So, if you really want such HR department that can drastically gives you positive input to become a globally competitive company think seriously about the followings:

- Incorporate psychometrically sound assessment tools along with closely assessing the candidate's résumé, experience, and education levels.
- Spend more money on selection rather than training.
- Promotes a competency model that has been validated against measurable business outcomes.
- Let the Head, VP or Director of HR should directly reports to CEO or the MD.

Also the best HR professionals want their activities to have a meaningful effect on your business' bottom line. Driven and consumed by outcomes, they are intensely focused on questions such as:

- What profit did we make last year? Who was most responsible for making that profit, and how can we find more employees like them?
- Have the HR decisions we've made in the past 6, 9, or 12 months increased our company's productivity?
- What impact will our present hiring practices have on our ability to outperform our competitors over the next 5 years?
- Who are our best managers or best employee in last quarter? Why are they the best? Are they experts in managing processes or managing people? What are we doing to recognize them and make them more visible? Is these rewards are tangible or non tangible/ monitorial or memento?

The most effective HR professionals don't just understand how HR works, they also grasp the inner workings of business. They know how to deploy people to influence their organization's essential outcomes.

Human resource managers need to develop HR strategies that are consistent with broad organizational Strategies. Human resource managers develop and align their staff with organizational plans. This can be done using a **swot**



analysis - a process that seeks to analyze the *strengths*, *weaknesses*, *opportunities* and *threats* facing organizations in the foreseeable future. In this process, **strengths** may include market position, credit-debt ratios and the quality of human resources (number of employees, skill levels). **Weaknesses** could cover inflexible organizational structures, poor market penetration, outmoded policies, a history of industrial action, or untrained and unmotivated employees. **Opportunities** could comprise the withdrawal of competitors, likely product or site diversification, newly discovered resource markets (e.g. University graduates, part-time workers, high unemployment levels). **Threats** often include restrictive government legislation (e.g. Fringe benefits tax, payroll tax) or highly competitive resource markets (e.g. IT/systems analysts, technical specialists). Strategic HRM models need to be also sufficient flexible to incorporate different social, cultural, economic and legislative conditions, and government policies.

So, moving out from conventional to strategic HR approach, HR professionals are devoted to excellence in every role, so they refuse to compromise when sourcing, recruiting, selecting, and developing highly talented employees. They hold fast to the tenet that successful organizational performance starts by capitalizing on each employee's talents. This is most important task as an HR professional: putting people in roles for which they have talent."

It's common knowledge that 21st century organizations require 21st century strategies, yet the HR practices in many businesses are hopelessly antiquated. They are the products of an industrial approach that equates organizations with machines -- and mechanical products and systems.

Today, leading organizations understand that their success depends on engaging their employees and customers. Strategic HR professionals instinctively understand this, and they connect everything they do to enhance the interactions between the organization and its customers and employees. They reject outdated practices in favor of management strategies that capitalize on the unique characteristics of each employee.

And unlike typical HR people, these experts refuse to treat everybody the same. They treat everyone fairly, but they lavish praise and recognition on employees who are most responsible for engaging customers. And these experts use validated ratings, rankings, or other metrics to pinpoint what these employees did to help the organization delight customers -- then help other employees learn their innovative techniques.

Finally, HR personnel should think and act like a CEO. Like CEOs, the best HR professionals can -- and do -- make hard decisions based on individual performance. They develop performance metrics that address key questions, such as: What is our profit? And who is responsible for that profit? Then they use the answers to these questions to make decisions about selection procedures, pay and reward structures, succession planning, and development budgets. Strategic HR department personnel will also focus on personnel retention & development. They will be coaches, counselors, mentors and succession planners. The new HR will promote and fight for values, ethics, beliefs and spirituality within their corporate community. They will effectively build relationship with the outside community, schools, non-profit organizations and families.

Does this sound like a paper pusher in the personnel department to you? Not at all. It sounds more like someone who could be a chief executive someday. As a result, talented HR professionals yearn to be part of the decision-making process within the organization. They want to help frame the decisions that will affect employees' ability to perform.