Opportunity for Growth

The most important factor of engagement is a feeling of growth. Youngsters today are very ambitious. They want to go right to the top. It doesn’t matter they don’t reach the top in this company, they would think of another company. To the extend they feel they are learning something, they are engaged and continue to work. Whenever they don’t see learning or growth, or feel stagnant, they are disengaged.

Just remember when you have a boss who says, Gentlemen, go and complete this assignment and if you have any problem, feel free to approach me. You will work for him endlessly as you feel you are developing yourself and feel engaged. Another boss you says, Gentlemen, we have assignment to do and if you have not did it before, I will do it myself or get it done by someone else, you do what you know. He will start looking at watch (DO Punch Ek Lunch). You feel stagnated and don’t see any learning. You must have come across third type of boss who say I know you know how to do this assignment but keep me in loop at each stage, I will verify and then move forward. You feel that you are not learning, and your capabilities are detoriating day by day and feel totally disengaged. Employee under third type of boss start taking all kind of leave and may ENJOY SICK LEAVE also.

Hence, to keep employee engaged, as an HR professional we need to play a vital role, by ensuring that each and every individual has got productive work for which he is hired, to get that work done we have to ensure they get proper resource to perform and making work environment conducive so that an employee can positively contribute to the goal of the organization and feel engaged.

HR is being challenged to deliver more with less and the squeeze is tight. The only way to ensure that people practices and investments are optimized for organizational success is to focus on the areas of highest gain whilst maintaining the other elements of the HR function at an appropriate level.

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Differentiation is the Key - CHRO 2.0

The evolution of the Human Resources function from "Personnel Management" to "Human Resource Management" & now to "Human Capital Management" has been a long & arduous journey. The suffixes have been used since HR has always been referred to as an outcome of what the business or the organization needed HR to do.

The dice has changed today as the world has come to accept the reality that every business’s success factor is only and only dependant on the kind of "human resources" they have in their team.

For organizations who want to thrive in today’s tough business world, predominantly based on knowledge, differentiation in HR has become the new norm. Two undeniable factors back this up. The first factor is the growing body of research and data which quantifies and identifies exactly how people contribute to organizational success. The cliché that people are our most important asset now has a significant body of evidence to support it.

However, research has also made it clear that some people and, more importantly, some ‘roles’ have more to contribute than others. As a result, business leaders and boards are beginning to understand and pay attention to how the organization’s "Human Capital" is being managed. Some are even starting to report on how effectively the talent in the organization is being sourced, deployed and developed.

This leads to the second undeniable factor. The pressure is on for HR to deliver on the promise of human potential in the workplace. Expectations have been raised and organizations can no longer solve their challenges by simply hiring more people. Put simply, HR is being called upon to silence its “cannot deliver” critics and provide confidence to business leaders that its valuable ‘human capital’ is being engaged, deployed and refreshed to maximum effect.

In short, HR is being challenged to deliver more with less and the squeeze is tight. The only way to ensure that people practices and investments are optimized for organizational success is to focus on the areas of highest gain whilst maintaining the other elements of the HR function at an appropriate level.

There is no one set of prescribed practices which means as Alfred Chandler said, “You can’t do today’s job with yesterday’s methods, and still be in business tomorrow”. The advantage of this approach is that you differentiate relative to your organization, your market, your strategy and your competitive position. It’s entirely possible for two competitor organizations to have separate approaches to differentiation and be successful. This is because they are competing using a different strategy and most importantly they have aligned their HR approach and deployed their HR resources to optimize the achievement of that strategy. This takes careful planning, debate, design, analysis, and action.

The key to success with differentiation in HR is not to follow the herd, but to carve a distinct path and create uniquely impactful HR practices.