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STRATEGIC HUMAN RESOURCE MANAGEMENT



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WHAT IS HUMAN RESOURCE MANAGEMENT?

- ✘ Human resource management (HRM) is the practice of recruiting, hiring, deploying and managing an organization's employees.





DISTINGUISH BETWEEN TRADITIONAL AND STRATEGIC HRM

Traditional HRM

THRM is concerned with the process of hiring, developing and retaining the manpower, with a view to making them more efficient.

Strategic HRM

SHRM is the process of aligning the business strategy with the company's human resource practices, so as to attain strategic goals of an organization.





SHRM FOR A COHESIVE, ORGANIZATION-WIDE STRATEGY

- ✘ Long gone are the days when the Human Resources department focused solely on recruiting employees.
- ✘ HR has become an invaluable resource itself, working hand in hand with top-level management to create a cohesive, organization-wide strategy.





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SHRM FOR ENGAGED, PRODUCTIVE AND LOYAL STAFF

- ✘ There are many different types of HR strategies, but at their heart, they all start with the same foundation: to create a work environment that's synonymous with engaged, productive and loyal staff.





SHRM TO IDENTIFY WHAT UNIFIES AND MOTIVATES EMPLOYEES

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- ✘ Every organization is different and will be staffed by employees from different backgrounds, sectors, goals, ambitions, etc.
- ✘ The key to a successful HR strategy is to identify what unifies and motivates employees and to develop a strategic plan around that understanding.

What Makes for a Happy Employee?



Provide them with opportunities to grow their knowledge & skills



Communicate honestly & frequently with each employee in your group



Show appreciation for your employees



Investigate ways you can show respect in the workplace



WHAT A COMPANY CAN PAY VS. WHAT A COMPANY STANDS FOR

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- ✘ In today's competitive jobs market, attractive salaries and job perks are commonplace. Large technology multinationals arguably set the tone for often eye-watering benefits packages and other organizations were forced to keep up.
- ✘ However, with these types of benefits now de rigueur, employees are looking beyond how much a company can pay them, and what a company stands for has become an important part of the story.





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EXAMPLES OF SUCCESSFUL HR STRATEGIES

- ✘ Across the many 'Best Places to Work' lists are companies such as Google and LinkedIn. These organizations boast HR strategies that are recognized internationally as being innovative.
- ✘ Organizations like Nissan, which has adopted a HR concept called 'Kaizen,' empowers the Nissan workforce to continually improve the way a job is done. This is coupled with an emphasis on providing managers with the autonomy to recruit and build their own teams.
- ✘ *Kaizen is a Japanese business philosophy of continuous improvement of working practices and personal efficiency. It has 5 founding elements: teamwork, personal discipline, improved morale, quality circles and suggestions for improvement.*



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EXAMPLES OF SUCCESSFUL HR STRATEGIES

- ✘ Alliance Boots (parent company of the Boots chain) also shines for its promotion of community outreach programs for employees. In fact, Alliance Boots was the first organization of its kind that offered formal accreditation to employees for their work in the community.
- ✘ Another interesting example is BT British Telecom, a juggernaut of a telecoms company, which even during the economic crash continued to retain, train and redeploy its existing staff. Its focus on its employees has earned it a reputation for loyalty that is matched by its employees.



4 SUCCESSFUL HR STRATEGIES

- ✘ Mayo Clinic, which consistently features on 'Forbes 100 Best Companies to Work for', has worked
 - To create a dynamic team.
 - This is supported by strong management,
 - Consistent internal communications and
 - Ongoing training and development.



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TOOLS FOR SHRM

- ✘ Let's look at some of the tools available to HR departments when developing their strategic plan?
- ✘ Competitive salaries
- ✘ Enviable benefits packages
- ✘ Promotion opportunities
- ✘ Continuous staff training and development
- ✘ Transparent and regular communications
- ✘ Focus on employee wellbeing
- ✘ Investment in corporate social responsibility
- ✘ Employee autonomy
- ✘ Open-door policy
- ✘ Freedom to be creative
- ✘ Enhanced hiring practices



THANK YOU

✘ Source: <https://keydifferences.com/difference-between-hrm-and-shrm.html>