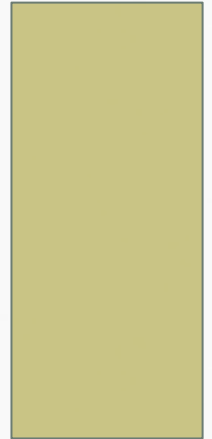
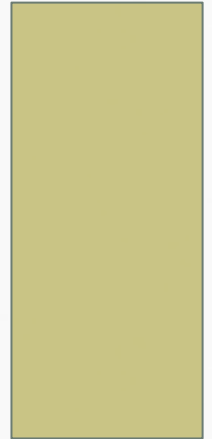


# STRATEGIC HUMAN RESOURCE MANAGEMENT

LO1  
AC1



ASSESS THE PURPOSE OF  
STRATEGIC HUMAN  
RESOURCE MANAGEMENT  
ACTIVITIES IN AN  
ORGANIZATION



# HUMAN RESOURCE ACTIVITIES

- Recruitment
- Selection
- Training and development
- Appraisal
- Compensation
- Employee relations

# PURPOSE OF SHRM ACTIVITIES IN ORGANIZATIONS

- Harnessing human capital
- Champion high performance
- They put the HR Manager in a “value adding” partnership with the line managers. With line managers and top managers this contributes to organizational goals in a way that could not have been achieved independently (UW1, 2001).

# ORGANIZATIONAL STRATEGY

- All of the actions a company plans to take to achieve long-term goals. These actions constitute a company's strategic plan. Strategic plans take a minimum of one year to complete, and it requires the involvement from all company levels.
- Who creates the larger organizational strategy? Top management
- It is the middle and lower management that embrace goals and plans to accomplish the overall strategy step by step (Johnson, n.d.).

# ORGANIZATIONAL STRATEGY- MISSION & VISION

- It has to come from the company's mission
  - It explains why a company is in business
- ALL activities that a company does should seek to accomplish this purpose, the mission thus guiding all strategic decisions(Johnson, n.d.).

# BUSINESS & FUNCTIONAL OBJECTIVES

- For a strategy to be workable it as to be chnaged into:
  - Smaller
  - Shorter-goals and plans
  - Essential ly SMART goals
- These would be shorter than a year, this is where functional managers concern themselves with the day to day operations of the business.

(Johnson, n.d.)

# WHAT ARE THE CONSIDERATIONS FOR ORGANIZATIONAL STRATEGY?

- The following have to be considered?
  - Resources
  - Scope e.g. to be No. 1 in Caribbean sales
  - Company's core competency- experience, talent and research (Johnson, n.d.).



# GRAND STRATEGIES

- Growth
- Diversification
- Retrenching
- Stabilizing

(Johnson, n.d.)

# HRM STRATEGY

- It is the overall plan that leads to the implementation of specific HRM functional areas
- it is a guide for personnel decisions to ensure the best fit for the organization.
- It is important that all functional areas of HRM strategies match the overall business strategy
- There are four major areas: culture, people, organization and human resource systems.

(Moore, n.d.)

# HRM STRATEGY

- **Leadership of the organization strategy**
  - Top execs and top management affect the success or failure of organizational goals.
  - HR plays a key role in the selection of company executives through decision making and conducting effective searches.
  - HR professionals need to take a leadership role, in making crucial decisions and recommending ideas and strategies to other organizational leaders (Moore, n.d.).

# HRM STRATEGY

- Talent strategy

- Human capital talent is considered to be one of the most important assets for an organization
- HRM is responsible for forecasting the future staff needs and creating plans for recruiting, hiring and retaining the best talent.
- What does HRM strategy include? It includes the identification of job competencies such as the knowledge, skills and abilities that are needed to perform each function and develops comprehensive job descriptions that describe these competencies and responsibilities
- HRM strategy is also continuous training and development of employees.

(Moore, n.d.)

# HRM STRATEGY

- **High Performance Culture Strategy**

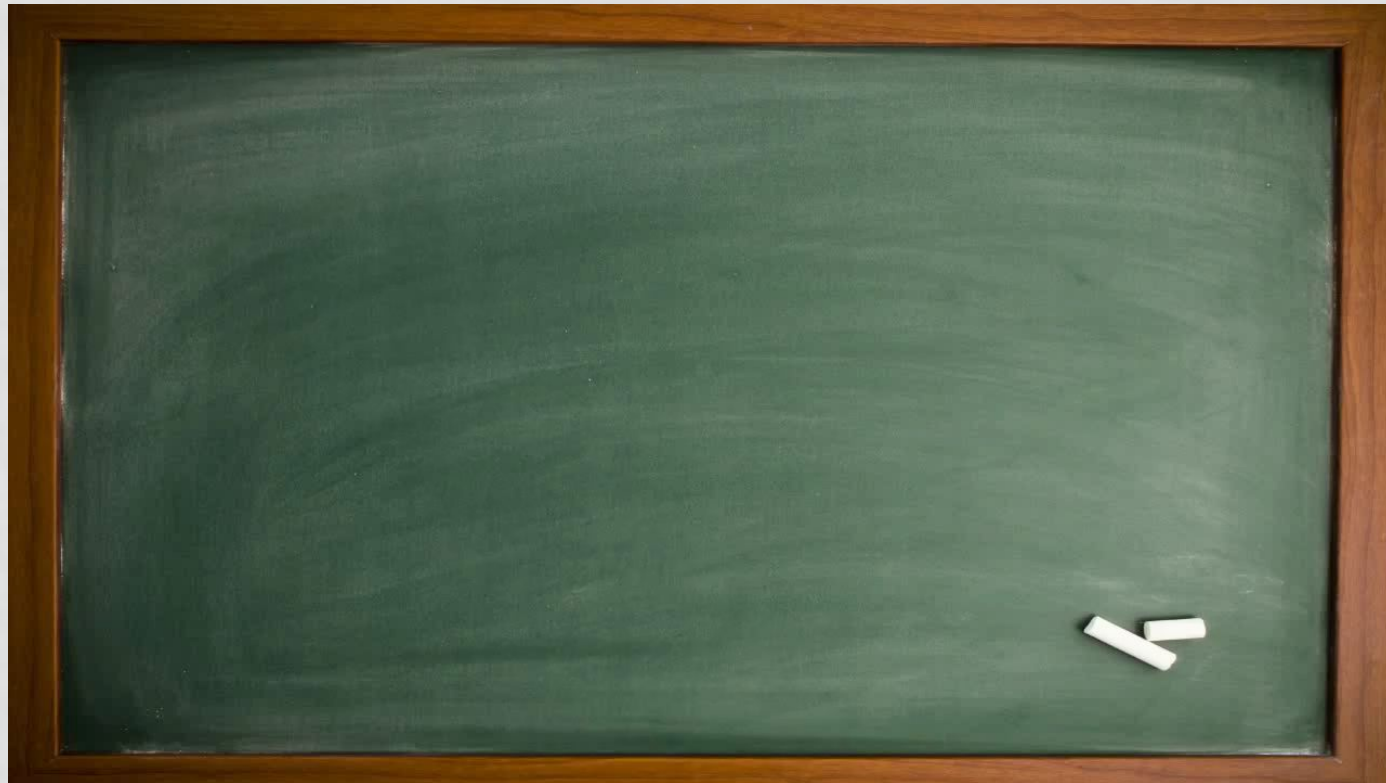
- HR Strategies support leaders in the planning of activities to foster an organizational culture where employees enjoy working, are comfortable and feel appreciated.
- Employees are recognized for their high performance level and creativity.

(Moore, n.d.)

# HRM STRATEGY

- Strategic Planning
  - HRM strategies play an important role in defining and implementing many strategic plans.
  - Satisfaction survey- one of the tools used in retaining capital talent
  - Employee satisfaction is important (Moore, n.d.).

# BENEFITS OF HRM STRATEGY FOR ORGANIZATIONS



(YouTube, 2015)

# BENEFITS OF HRM STRATEGY FOR ORGANIZATIONS

- Helps evaluate HR policies
- Team building
- Monitors progress
- Keeps the organization legal- can adapt to changing times and legal circumstances



# ALIGNMENT OF ORGANIZATIONAL AND HR STRATEGIES

- Aligning HR and strategic plans is important for all organizations.
- They help with gaining competitive advantage
- An organization's employees and their skills ultimately determine the effectiveness of strategic plans and its implementation.
- It's the human resources that drives the strategic process(Righeimer, n.d.).

# ADDITIONAL READING

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