

## Work Booklet 2

### Developing your Human Resources Strategy

#### 1.0 Linking Human Resources to Your Business Needs:

**Remember:** Your HR practices are the foundation of your success! It's all about finding and hiring the right people.

Market value and revenue/profit/sales are the bottom line for most companies. They are heavily dependant upon the productivity, product quality, customer service and customer satisfaction of your operation. In turn, these success factors are driven by having a quality workforce supported by successful human resources practices.

In the end, your business' sales, profits and value will be no better than the people that work for you.



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#### Self Assessment Questions: Your Business Needs

1. Do you have a mission, vision and values statements?

Yes  No

If yes, are your staff aware of them?

Yes  No

2. Do you have a clearly stated business strategy/plan?

Yes  No

3. Do you have a statement that explains how you differentiate yourself from your competitors?

Yes  No

If yes, what does it state? \_\_\_\_\_

\_\_\_\_\_

4. What is your brand? As a company and as an employer?

Company brand \_\_\_\_\_

\_\_\_\_\_

Employment brand \_\_\_\_\_

\_\_\_\_\_

5. Do you have a clearly documented customer experience you promise your guests/clients?

Yes  No

If yes, are your staff aware of it?

Yes  No

What is the evidence of this? \_\_\_\_\_

\_\_\_\_\_

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#### I.1 Why Do Your Business' Needs Matter?

**The needs of your business:**

- form the foundation for your HR programs
- are what you believe in and stand for
- give you and your employees a sense of direction and expected behaviours
- shape employee attitudes (self, company, role)
- create a sense of identity
- foster employee loyalty and commitment



**Ask yourself:**

Have you ever worked at a business where the culture was not aligned with your personal beliefs?  
What was that like? \_\_\_\_\_

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Do you have some existing documentation that defines your business' needs? A strategic plan? A  
business plan? A financing proposal? A technical report? Marketing materials? \_\_\_\_\_

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Have you recently assessed your business' needs or do you need to update an earlier assessment or  
begin a new assessment process? \_\_\_\_\_

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#### I.2 What Are Your Unique Business Needs?

You need to hire, train and reward employees in a way that is in alignment with your business' unique values, mission and vision. It's all about hiring people that "fit" your business.



#### **ACTION!**

- It is in your best interest to hire people who buy into your business.
- Your HR strategy must support your business' unique values and needs.
- What are your:

Short-term objectives for your business? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Medium-term objectives? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Long-term objectives? \_\_\_\_\_

\_\_\_\_\_

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#### I.3 What Makes You a Unique Employer?

You need to hire, train and reward employees in alignment with who you are and what your business' values are. It is all about hiring the "right" people; although at times it may be tempting to hire "any" person just to fill the gaps.



#### **ACTION!**

Your HR strategy must support your business' needs.

What is your:

a) Mission: Who you are today? \_\_\_\_\_

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b) Vision: Where is your business going? \_\_\_\_\_

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c) Values: What are your strongly held beliefs (e.g. team work, passion, energy, trust, respect...?)

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