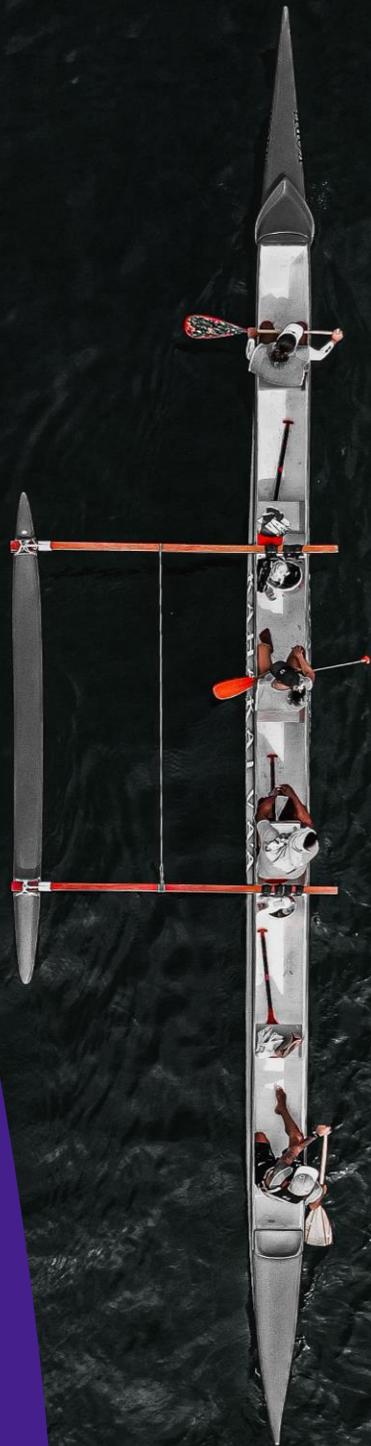


HR Leaders:
*People
strategy &
building the
right culture*



Juggling it all?

As a HR leader you're likely to have a lot on your plate - particularly if you work for a small-medium sized business and you're juggling many areas at once, such as:

- How to recruit and retain the right people?
- How to build a diverse and inclusive workforce?
- How to support people's personal and career development?
- How to manage performance and talent?

All of the above are crucial catalysts for embedding the culture your business needs.



Take the load off...

... Demonstrate the value of your people strategy

HR professionals are well aware of the impact employees have on the bottom line, **yet HR are often not included in strategic business decisions** as often as they should be. Too often an organisation's people strategy is based on assumptions, without HR and business leaders spending enough time connecting the dots between where the business is heading, and what the implications are from a people and culture perspective.

Your people and culture strategy should be in total alignment with your business strategy

As this is what drives behaviour and performance, and ultimately, the business outcomes the organisation seeks. **Some notable advantages include:**

- Identification and recruitment of the right people and capabilities needed for your business' long-term vision
- Succession planning and development efforts that bring longevity and security to the business
- Increase in performance, engagement, and motivation that all have a very tangible impact on the bottom line

So how do you create the right people & culture strategy?



Work alongside your business leaders to translate strategic business-level priorities into clear requirements for your people and culture strategy by answering some critical questions, such as:

- 1. Where is the business heading in the next 3-5 years, and what skills and talent do we need?**
- 2. What type of values and behaviours do we need?**
- 3. What does high-performance look like for us?**
- 4. What development opportunities can we offer?**

Consider the trends and disruptors for your market

When thinking through your people and culture strategy, make sure you consider the relevant trends and disruptors in your market.

In 2022 HR are continuing to adapt to a number of key workforce trends:

- 1** Managing performance remotely by integrating new technology and tools to enable better collaboration and productivity
- 2** Creating an inclusive and flexible working environment
- 3** Preventing culture erosion as a result of an increase in hybrid working

Meanwhile, the fierce competition for talent continues:



Of millennials say they are open to switching employers at any given time.



Build a comprehensive people & culture strategy

Build your strategy by articulating what the business needs at **every point in the employee lifecycle**. The below are examples only- you need these to be specific for your business' vision and strategy.

1. ATTRACT

- Utilise your vision & values to attract people that are a good 'cultural fit'.
- Recruit against a capability framework to ensure you are sourcing the talent you need.

2. ONBOARD

- Provide people with the right tools and training to be effective straight away.
- Offer people appropriate peer support to facilitate cultural integration.

6. TRANSITION

- Act upon feedback and develop inclusion programmes to retain the talent you need.
- Create alumni networks to benefit from continued relationships with employees that move on.



3. MANAGE

- Review performance regularly and set clear goals and expectations for your people.
- Create an appraisal process that works, where feedback is well received and useful.

5. DEVELOP

- Understand people's individual career and growth aspirations to provide meaningful development opportunities.
- Succession planning is key – develop capabilities with the future in mind.

4. REWARD

- Provide an attractive employee benefits package.
- Offer non-monetary incentives – feedback and recognition are powerful tools at your disposal.

Prioritise & plan to make your life easier!

Delivering all the components of your people and culture strategy can seem overwhelming. The activities below will help you prioritise to deliver the most impact for your business.



Break your people and culture strategy down into short and long-term activities so that you can manage expectations and resource effectively.

Identify the short & long-term priorities

Once you've understood the people implications of the business strategy, you need to **work through the critical priorities and challenges with business leaders**. Such as: what is most important for the business in the short and long-term? Where do we need to focus attention now in terms of our people?

Understand the needs of employees

Ask employees what's most important for them right now. Make sure you incorporate an understanding of how things are playing out 'on the ground' into your planning exercise with business leaders so that they are aware. **This should then further inform your prioritisation of the activity within your strategy.**

Prioritise and set expectations

Take all the information from the two steps above and **build out a plan or roadmap**. Share this with the business, along with the rationale for decisions that have been taken. This will help you set expectations and can support any resource requests you may have.

How can Proud Consulting help?



We bring a true understanding of your vision, purpose, and culture

Generic people solutions aren't easier or cheaper. They cost more in the long run since they don't reflect your business and are not working for you as real enablers of your vision.

Together, we can create a people & culture strategy that:

- Supports your growth agenda
- Drives purpose and productivity
- Identifies your people's needs and ensures they feel confident about what they contribute
- Protects your company culture and retains the right talent to grow and outperform your competitors

Contact us today.

Real business growth occurs when
people, purpose and performance
are in sync...



PROUD
CONSULTING