

10) Great Expectations - Human Resource Management

Over the last several years, the transformation from personnel administration, labour management, industrial relations, to human resource management is hopefully, more than a change in vocabulary.

The pressure to deliver exponentially is on the rise for most HR functions. Other job functions are calling for HR to become a “strategic partner” in transforming from a low-level expense center to a more visible and responsive investment center. One key dimension of this transformation is globalization - incorporating the perspectives, customs, and laws of other countries into effective HR policies.

Here are a few aspects of increased pressure and forced change:

Then: Recruiting was earlier a magazine ad or a listing in the company notice board
Now: You are in talent sourcing and head hunting

Then: Word of mouth got you enough candidates
Now: You need be networking in the recruiting community, have a referral bonus scheme and be a proficient head hunter

Then: It was a long term commitment to a job - at least the outlook was to get something, perform, grow, settle down and retire
Now: Short cuts, launch pad techniques, overseas assignment, blue glass influence is viral

Then: Businesses had a lesser people factor orientation
Now: Knowledge businesses, increases sales orientation, the need for super customer care have all made pretty much all businesses to be more of ‘People Organization’

Then: Manufacturing, retail, travel & tourism, banks, healthcare (hospital & medical, pharma) had people working in the same sector or domain for a career
Now: It is becoming acceptable for a banker to become a programmer, a pharma sales professional to be selling credit cards (may from a call center)

It is a multi sector, flat world - There are more dimensions, more challenges and a continual tightening (growing up) task at hand. Like we always say, interesting times. What would work be without all these - just paper and files.

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