



Role of HR Practices in the Business Development

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Abstract

Human resource professionals are responsible for bridging the communication gap and coordinating with different employees. A company that doesn't have a human resource department may face challenges in retaining employees.

Human resource professionals are responsible for conducting different activities and planning employee engagement. These strategies help in maintaining a solid relationship with the employees. Gone are the days when HR's task was limited to hiring and onboarding new candidates. The role of HR professionals is evolving, and they are contributing majorly to the overall business development of an organization. They play a vital role and shape the way businesses operate today. This paper focuses on the HR practices and its role in the business development.

Keywords :HR Practices, Business Development, organisational growth

Introduction

Human resource management is the key to business growth. It can help the business achieve its goals and objectives by optimizing employee productivity and effectiveness. For a business to grow, it is essential to have a well-functioning human resource department. HR is an integral part of any business growth strategy. By providing support for a healthy work-life balance, promoting innovation and creativity, increasing productivity, identifying and addressing issues early, giving feedback that is constructive and helpful, and fostering a corporate culture of safety and security, HR can help to ensure employee satisfaction. Additionally, by creating an environment conducive to career growth, supporting international expansion, facilitating employee creativity and innovation, and providing proper communication between management and employees, HR can help build a strong team with the best candidates committed to the company's goals and values.

HR Team is constantly facing new challenges when it comes to growth. As the workforce becomes more mobile, flexible, and diverse, traditional HR methods may not be enough to keep up. This is especially true in industries like technology, where workers can often move from company to company without



much difficulty. To stay ahead of the curve, HR professionals need to adopt flexible and innovative techniques that can meet the needs of their workforce.

- Firstly, HR is often seen as an organization within itself rather than a support function for the rest of the company. This can lead to a disconnection between management and employees and make it difficult to get accurate feedback about employee performance. Moreover, the communication can lag in employee feedback as well. It also plays a crucial role in the success of the company.
- Secondly, many businesses struggle with attracting and retaining talented staff and the right people. Therefore, HR plays a crucial role in retaining top qualified employees and understanding the reasons behind their resignations.
- Furthermore, many business leaders operate in a competitive environment. They are forced to cut costs, impacting HR functions such as staffing levels or benefits packages.
- Finally, many businesses are now faced with rapidly evolving global markets, and HR must be able to respond quickly to changes in the market. Thus, HR needs to update various time to time Business strategies.
- One of the most common challenges that HR faces is succession planning. When a company grows, it inevitably becomes difficult to manage the workload and keep up with the pace. This can be incredibly challenging for HR departments, as they are responsible for hiring new employees and managing the employee retention rate.

HR Practices

Human resources professionals are in a unique position to help shape the way businesses operate. Because people who work in operations, marketing, and middle management tend to look at the business through the lens of revenue, they tend to lose sight of its core values.

Your HR strategy is the bedrock of a successful company. Decades of research show that robust human resource management practices lead to higher business growth rates.

Here are seven ways your HR strategy can contribute to the success of your business.

1. Hire the right people

With a great team behind you, it's possible to achieve so much. You can tackle a long list of tasks in a short space of time because you know the person you assigned the task to will complete the work. Moreover, the work will be of the quality you expect. Unfortunately, the opposite is also true.



It is important to develop an effective system that helps you identify and hire the best candidates for a job. An effective recruitment process can help you identify suitable personnel. You should also have a review process to ensure that the people you hired perform and have a process for dealing with staff who fail to hit their targets.

Setting up a thorough hiring and review process takes time. You will experience problems. However, you need such a system to help you identify and hire competent staff if you want your company to grow fast.

2. Build a strong culture & promote it

Organizational culture is a collection of values, expectations, and practices that inform how your team works together. Your organizational culture impacts the environment that your staff experiences when they come to the office.

The organizational culture will impact how people perceive your company and the type of employees you attract. For example, consider Google.

You can see why a lot of people want to work for Google. They've created an organizational culture focused on business growth and support their staff's personal and professional goals.

The organizational culture is set at the top. Determine what you want to stand for as a company and how you want your staff to treat each other. If you can create a great organizational culture, you'll find it easy to attract the best talent. Not only that, you'll reduce employee turnover.

HR should then work with everyone in the company -- from C-level leaders to rank-and-file employees -- to help implement the organizational culture, ensuring people know what it means to work for your business. Besides, HR leaders should promote and reward employee behavior that reflects the desired culture.

3. Training new talent

The recruitment journey doesn't stop when the successful candidate signs on the dotted line. To formally welcome your new hire, your HR team will need to create an employee onboarding process that will equip them with the skills and organizational knowledge they need to do their jobs properly.

Spend time developing your onboarding process

One element of the onboarding process will cover the company and the culture. All employees, regardless of their position, should learn about the company and the corporate culture you are looking to create.



The earlier you instill the values of collaboration, transparency, and continuous improvement to your new employees, the better.

In addition to a general onboarding, every employee will have to learn the skills and processes specific to their role. If you are going to hire multiple employees for the same position, you should systemize staff training.

Create guides with the information people will need, assign people to supervise new employees, etc. Having such a process in place can reduce the amount of time new employees spend learning and speed up the time it takes to deliver to their potential in the new role.

4. Participate in growth planning

As your business grows, you will need to hire new staff. You might need to train staff to do new tasks, or you might decide to expand into a new market. Whatever the strategy, growth planning, and the ability to execute your plan will be critical to your success.

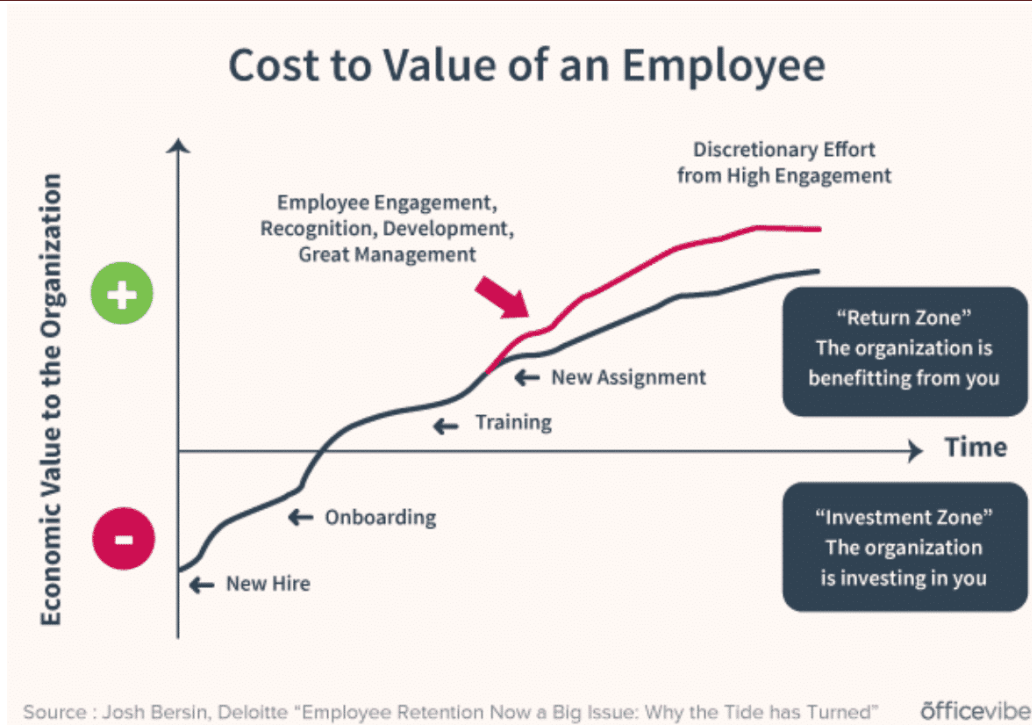
Your HR team should play a key role in growth planning. Your HR team will need to be aware of the positions you want to fill. Yet it's not just that. Your HR team can provide valuable insights regarding how a team that you want to expand is operating, what problems are likely to arise, and even things like how long it is likely to take to fill these positions.

All of these are critical to mission success. For example, after you submit a project proposal for a large client and win the bidding process, you will need to get the right people to help deliver results for the client. Involving human resources in the project planning process will help them identify the skills needed for the project and identify people both within and outside the company who could be part of the project team.

5. Minimize employee turnover

Finding, hiring, and training employees is a significant expense for any organization. Ultimately, the cost of finding a replacement is proportional to the difficulty of the role and the number of suitable candidates available.

A study by the Society for Human Resource Management estimated that a salaried employee's replacement cost is equal to six months' wages. That sounds about right for a person in a senior role at a company.



The impacts of employee turnover are not just financial. Staff turnover can impact delays to projects and service delivery, lead to loss of productivity, and hurt the team or company morale. Anything that your HR department can do to reduce unwanted employee turnover is likely to promote business growth.

6. Take feedback from employees

If you want to monitor employee satisfaction, it's important to ask for feedback. Employee feedback is one of the most important data sets that you can gather about how your company operates and living up to the company culture you want to build.

Because your HR team has exposure to almost everyone in your organization, they are in the best position to solicit employee feedback and analyze the data to develop solutions to common issues.

Employees are also more likely to submit feedback to HR personnel because they know that their concerns will be handled professionally and their data is in safe hands.

7. Employee growth & performance management

One of the most important aspects of an HR strategy for business growth is employee growth and performance management.



A good performance management system is key to monitoring employee development. Part of how you monitor an individual's growth in the company is tracking their performance, measuring it against certain key performance indicators, and identifying their strengths and opportunities for improvement.

Your HR team should take the lead in implementing the performance management system. The data that a performance management system gathers is a valuable source of insights about employee goals and potential career movements.

Business Development

A great team of working professionals in an organization cannot be possible without the human resources. The main contribution of HR management to organizations are hiring and training the workforce, takes care of the performance management system, helps in building culture and values, manages conflict, and most importantly developing good relations. Human resources managers promote, recommend on, and implement plan associated to the usage of employees within an organisation effectively. They are the most qualified and skilled people into the organisation to make a difference in enhancing the productivity of the employee and the organization. Their desire is to assure that the organisation hires the suitable people in terms of skills and experience, and that training and development opportunities are accessible to personnel to boost their achievement and attain the goals in the organization. HR officers are responsible in a range of activities needed by the organisation such as working ethics, recruitment, salary, terms of employment, external negotiation, and equality and diversity. Due to the wide range of responsibilities of HR officers, it is highly recommended for one to get a masters degree in human resources to keep themselves updated of the skills and strategies needed for the success of the organization.

Managers should have a clear comprehension of where the organization is headed. In order for HR to anticipate fundamental stages of improvement, transition and deal with necessary shifts, they need to be genuinely familiar with the strategy, values and vision. The values and goals should be the bedrock of the business. HR has a vital position to help preserving the vision of the leader and ingraining it in all aspects of managing employees. They have to make it a point that the processes in HR are coincides the way the business would like people to work on it every day. Third, HR can make the process simple. As the business grows, there is an inevitable need to embrace a more analytical approach and orient more processes. However, it is essential to find the harmony between fluidity and structure so that the spirit of cleverness and entrepreneurial are not undermined. Fourth, HR needs to strike the balance between



preservation and evolution. We tend to get sentimental on what has always been however, management should let go of it and move on from business culture processes that no longer support its priorities. Lastly, HR management needs to lay foundations for the future. HR people are often caught up in an intense cycle of recruitment and barely have the time to glance to ponder at what styles they should be putting in place to arrange the future. Managers have to make sure that they are not fastened up in a short term results and miss the important opportunities to support longer term goals.

HR's efforts can help in supporting the growth of an organization. HR professionals have a deeper understanding of the employee's behavior and can provide you with valuable insights. They likely understand the key issues that the employees are facing. You can even trust a human resource professional to help you identify the right candidate for a new role.

Most human resource teams and professionals are using digital HR software and tools these days. These tools make it much easier and provide them with detailed reports. The valuable insights and data can be utilized to make informed decisions for the growth of an organization.

Conclusion

In innovative organizations, HR teams are not seen as the people who hire and fire new employees. The HR team is an integral part of the business. A great HR team seems to fade into the background, yet much of what they do underpins business growth.

It makes sense to involve the HR team in the decision-making progress. Your HR team's work will impact your ability to execute expansion plans, attract the best people, equip them with the skills they need to thrive in the organization, and keep them from leaving. The seven tips I shared are just some of the many ways an effective HR strategy can pave the way for business growth.

By implementing the strategies listed above, you can help create a healthy work-life balance, encourage innovation and creativity, increase productivity, foster a culture of safety and security, and focus on performance management. HR can play a critical role in these goals, and success is sure to follow. So, what are you waiting for? Start implementing these strategies today and see the positive impact on your team and organization.



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