

Exercise

Aligning Business Strategy with HR Programmes



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Aligning Business Strategy with HR Programmes Template

Business Strategies

Example - Increase revenues through increased cross selling of products and services

HR Programmes	HR Projects	HR Policies and Processes	Related Activities
1. Training and development	<ul style="list-style-type: none"> 1. Cross product and services training 2. Customer relationship management initiative 	<ul style="list-style-type: none"> 1. Training process needs to be improved to ensure attendance captured 2. Needs analysis process to be implemented to capture full product details 3. Review policy on mandatory attendance 	<ul style="list-style-type: none"> 1. Communication 2. Active support of CEO 3. Focus groups to involve customer rep. feedback 4. Participate on CRM project team
2. Compensation and benefits	<ul style="list-style-type: none"> 1. Introduce cross selling incentive scheme 2. Review market on one-off bonuses for non-sales staff (encourage customer leads) 	<ul style="list-style-type: none"> 1. Review Comp system to insure cross selling incentive is included 2. Agree budget allocation of one-off bonuses 3. Check market data on cross selling bonuses 	<ul style="list-style-type: none"> 1. Talk to external survey providers, tax advisors etc about incentive scheme
3. Resourcing	<ul style="list-style-type: none"> 1. Update competency framework and related interview / assessment material to include cross selling skills 	<ul style="list-style-type: none"> 1. Update policies to include new competencies 2. Update Resourcing system to include new competences 	<ul style="list-style-type: none"> 1. Train / update hiring managers
4. Employee engagement	<ul style="list-style-type: none"> 1. Implement employee feedback process to gather best practices in cross selling. 	<ul style="list-style-type: none"> 1. Agree and implement a new process to ensure all activities related to the cross selling initiative are captured and held by the Internal Comm's team. 	<ul style="list-style-type: none"> 1. Include cross selling initiative in monthly newsletter

Business Strategies

HR Programmes	HR Projects	HR Policies and Processes	Related Activities
1.	1. 2. 3.	1. 2. 3.	1. 2. 3.
2.	1. 2. 3.	1. 2. 3.	1. 2. 3.
3	1. 2. 3.	1. 2. 3.	1. 2. 3.
4.	1. 2. 3.	1. 2. 3.	1. 2. 3.

Business Strategies

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1.	1. 2. 3.	1. 2. 3.	1. 2. 3.
2.	1. 2. 3.	1. 2. 3.	1. 2. 3.
3	1. 2. 3.	1. 2. 3.	1. 2. 3.
4.	1. 2. 3.	1. 2. 3.	1. 2. 3.

About CourageousHR

At CourageousHR we work with HR Professionals like you to help you create innovative people solutions and courageously apply them. We help you to bridge the gap between academic vision and consulting rhetoric to guide and inspire you and your HR Community to move from being 'followers' to leaders.

Our passion and thinking comes from our experiences, research and a belief that 'tomorrow doesn't have to be the same as today'. Our reach is global and we happily work with clients throughout the world and across a wide range of industries.