

**Achievers**

# THE REDEFINED HR PRO

Meet your strategic power player



## Redefining the HR professional

HR professionals know their role is changing in the workplace. They are offering more critical workforce information and helping to ensure that companies have the talent they need to carry out their strategies for the future. HR professionals are becoming savvy business strategists, highly skilled in modern talent management and employee engagement approaches, aware of and comfortable with technology, data-driven, and willing to try new things. <sup>1</sup>

As a result of a recent survey of over 800 members of the Achievers community, we are bringing you the top 10 perspectives that are defining the new HR professional. These are the top perceptions among HR professionals about their role in the workplace and how they will change the way we think about talent and business.

<sup>1</sup>Bersin, Josh. Predictions for 2013: Corporate Talent, Leadership and HR — Nexus of Global Forces Drives New Models for Talent. Bersin by Deloitte. 2013. To view this complimentary report, visit <http://www.berstin.com/Practice/Detail.aspx?docid=16164&mode=search&p=Talent-Management>

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### **Achievers' Take:**

Employee Success starts with recognition. As HR becomes a strategic power player, focusing on Employee Success will be in line with both HR's professional motivations and its alliance with business objectives.

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**Achievers' Take:**  
Everyone craves recognition. HR speaks for every employee, all of whom desire recognition for their hard work.

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# HR's role as a strategic power player in the workplace

## 1. HR cares about helping people further their careers

Individuals have a lot of power to engage with others. While HR has to manage the workforce needs of the organization, 78 percent of HR professionals surveyed also want to contribute at the individual level — by helping people further their careers. HR can scale its attempts to help individuals by developing real-world career maps, showing the paths of effective individuals as models, and providing tools and coaching to managers and employees.<sup>2</sup>

## 2. HR cares about being recognized

People want to get meaning from the work they do each day and to know that the organization recognizes their contributions. The same is true for HR. Eighty-one percent of HR professionals feel that being recognized for their hard work is important to feeling like their career is meaningful. It's likely a similar proportion of your workforce feels the same way.

## 3. HR cares about advancing their career

While HR might be primarily focused on helping others within the organization in their careers, 70 percent believe career advancement and promotion are important to how they feel about their career. HR requires skills and expertise. Companies should build professional, technical, and managerial development strategies to help HR professionals add specialty skills to their repertoire.<sup>3</sup>

## 4. HR significantly impacts the talent needs of the organization

Do we have the talent we need to enter that new market? What skills gaps affect our current strategy? Do we need to outsource that talent need? These are strategic questions that HR has answers to. Seventy-five percent of HR professionals believe that their professional contributions have a significant impact on the strategic talent needs of their organization. HR helps the business function by acting as a "talent producer," developing and supporting talent on a regular basis.<sup>4</sup>

## 5. HR has an effect on company culture

Building a robust corporate culture with strong employee engagement sets companies apart. These vibrant cultures become models for other companies to follow. Employees and their attitudes, interests, and work styles are critical to developing that culture, and 78 percent of HR professionals feel that their contributions have a significant impact on the organization's culture.

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<sup>2</sup>Bersin, Josh. Predictions for 2013: Corporate Talent, Leadership and HR — Nexus of Global Forces Drives New Models for Talent. Bersin by Deloitte. 2013. To view this complimentary report, visit <http://www.berstin.com/Practice/Detail.aspx?docid=16164&mode=search&p=Talent-Management>

<sup>3</sup>Ibid.

<sup>4</sup>Ibid.

## 6. HR contributions drive business objectives

HR is becoming more integrated into the business — 73 percent of HR professionals believe their contributions have a direct impact on the organization's business objectives. HR is in a position to get a full perspective of the whole business, including internal factors as well as external business conditions, and creating HR strategies to fit both.<sup>5</sup>

## 7. HR is optimistic

Doom-and-gloom perspectives are gone, and HR sees a bright future for themselves and their companies. Seventy-six percent of HR professionals are confident that their own future prospects in the organization are good, believing that the company is well-positioned to survive and thrive. Being seen as an employer of choice in their industry and community also helps raise spirits, especially when those companies are major contributors to middle-class jobs.

## 8. HR is a force for economic recovery

Companies are doing what they can to help aid the economic recovery, and HR plays a role in finding solutions. With the increased use of temporary and contract workers, HR is actively engaged in the growth of talent for companies.<sup>6</sup> Fifty-seven percent of HR respondents believe that job creation, in a variety of forms, will be what helps keep the economic recovery going.

## 9. HR has challenges to overcome to impact employee recognition

Recognition is important for companies. It helps drive employee engagement, which leads to Employee Success. Unfortunately, even when companies know recognition can improve productivity and the bottom line, HR sees very real challenges standing in the way of companies having successful recognition programs:

- Fifty-six percent believe they have a budget that's too small
- Fifty percent feel there's no way to measure the program's effectiveness
- Forty percent have low employee participation
- Thirty-six percent are unable to find a meaningful program
- Thirty-three percent feel like they don't have time to recognize employees

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### **Achievers' Take:**

HR has the opportunity to make a compelling business case for senior leaders' support of employee recognition and for manager and employee participation in recognition programs. HR can also deliver meaningful reporting and measurement on recognition programs.

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<sup>5</sup>KPMG. Rethinking Human Resources in a Changing World. 2012. <http://www.kpmg.com/global/en/issuesandinsights/articlespublications/hr-transformations-survey/pages/default.aspx>  
<sup>6</sup>Ibid.

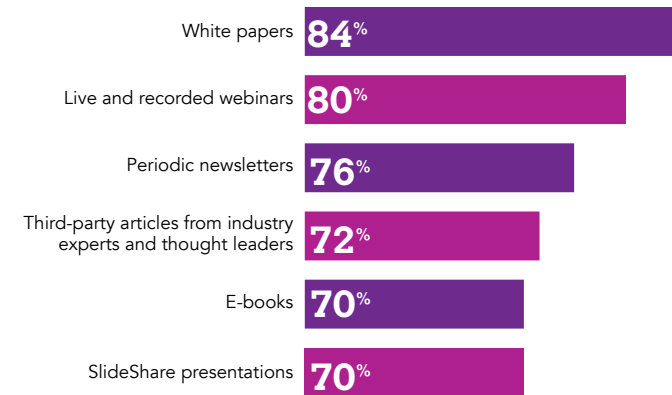
**Achievers' Take:** Technology changes the way HR works, and with employees becoming savvier, HR needs to get there, too. The continuous evolution of technology can help HR boost recognition and overcome internal challenges. Recognition will be a critical area where technology and engagement easily combine to create Employee Success.

## 10. HR is hungry for best practices and professional insights

HR knows that its own skill development will be critical as technology and specialties change. HR needs to not only understand how to develop the right talent strategies for a company, but these professionals must also amplify their business savvy.<sup>7</sup> In order to do this, HR is consuming insight and knowledge from sources such as:

- *HR Magazine* (SHRM) — 46 percent
- *HR Executive* — 28 percent
- *Workforce Management* — 28 percent
- *Harvard Business Review* — 27 percent
- *The Huffington Post* — 27 percent
- *The Wall Street Journal* — 26 percent

HR also expects companies to offer thought leadership with industry best practices and expertise. The leading sources of thought leadership are:



## A business-savvy HR pro can have a big impact

As HR becomes more business-savvy and integrated into the success of the company, these professionals can have a big impact on the firm. They believe their influence can shape the talent strategy and the company's mission. It's time for HR to become a power player and drive Employee Success.

Achievers can help HR and companies deliver Employee Success. You have the same power to transform the culture and dynamic of your business with employee recognition and engagement. Visit us at **Achievers.com** to see how you can redefine your HR team and become a strategic power player.

<sup>7</sup>Bersin, Josh. Predictions for 2013: Corporate Talent, Leadership and HR — Nexus of Global Forces Drives New Models for Talent. Bersin by Deloitte. 2013. To view this complimentary report, visit <http://www.bersin.com/Practice/Detail.aspx?docid=16164&mode=search&p=Talent-Management>