

The future of HR: HR value creation

**Human Resource Summit,
The Shift: Enabling HR Renewal and Growth
Management Centre Turkiye
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Overall Goals

Think:

- What are the challenges for today's businesses
- How can HR add value to employees, customers, investors, and communities

Behave:

- Identify things that you can do to further your HR contribution

Have Fun:

- Enjoy the experience together

Overview of the session

TRENDS:
What are new business realities?

HR EVOLUTION:
What's next for HR?

HR VALUE:
Where does HR deliver value?

HR TRANSFORMATION
How can you transform HR?

Trends: What are new business realities

| Category STEPED | TRENDS | IMPLICATIONS |
|----------------------------|--|---------------------|
| S ocial | What are the social (lifestyle, cultural trends) shaping us? | |
| T echnical | How are emerging technologies affect us? | |
| E conomic | What are industry and economic conditions? | |
| P olitical | What are the political and regulatory trends? | |
| E nvironmental | How does our company act with social responsibility? | |
| D emographic | What are the profiles of customers and employees? | |

Overview of the session

TRENDS:
What are new business realities?

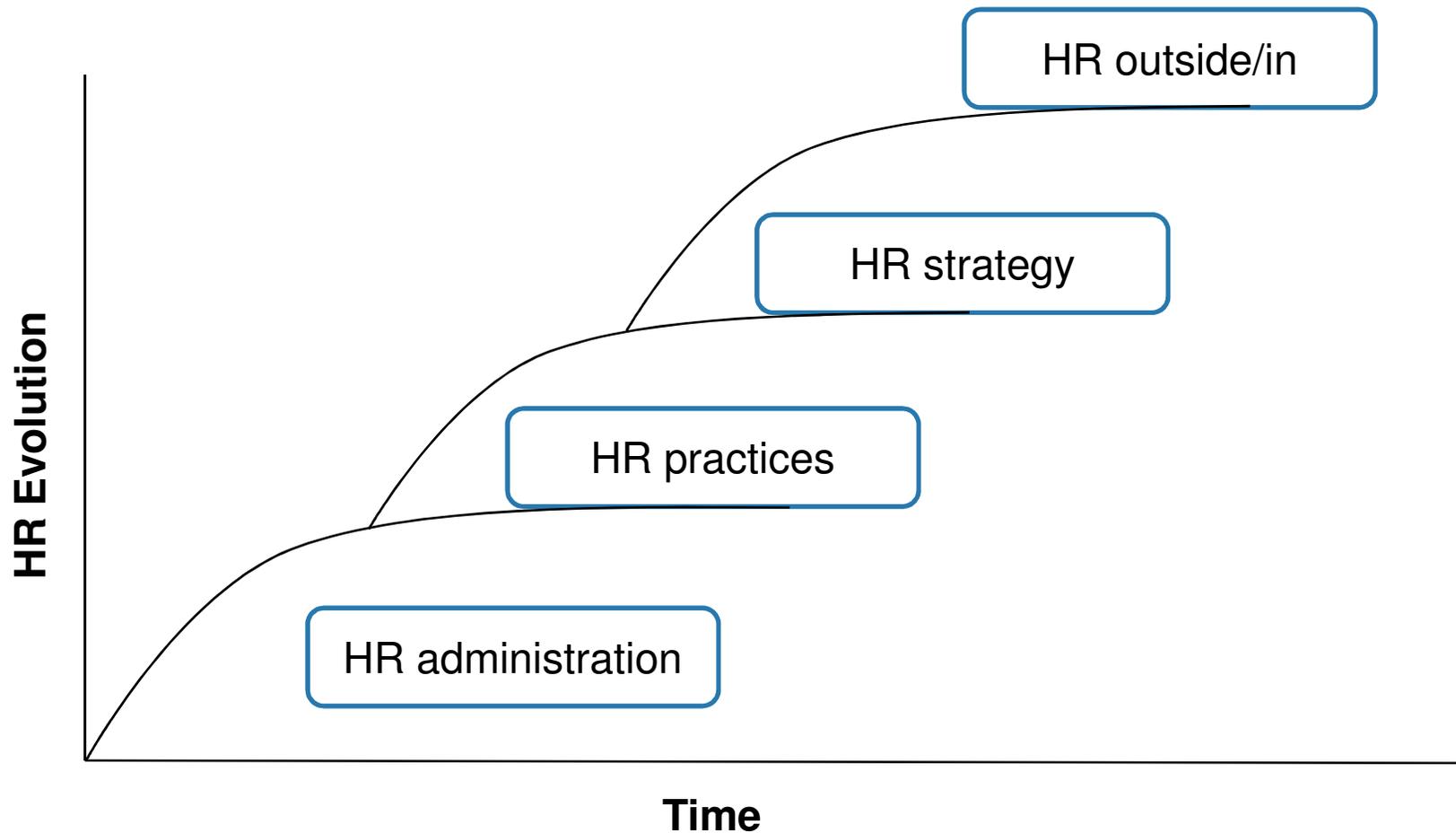
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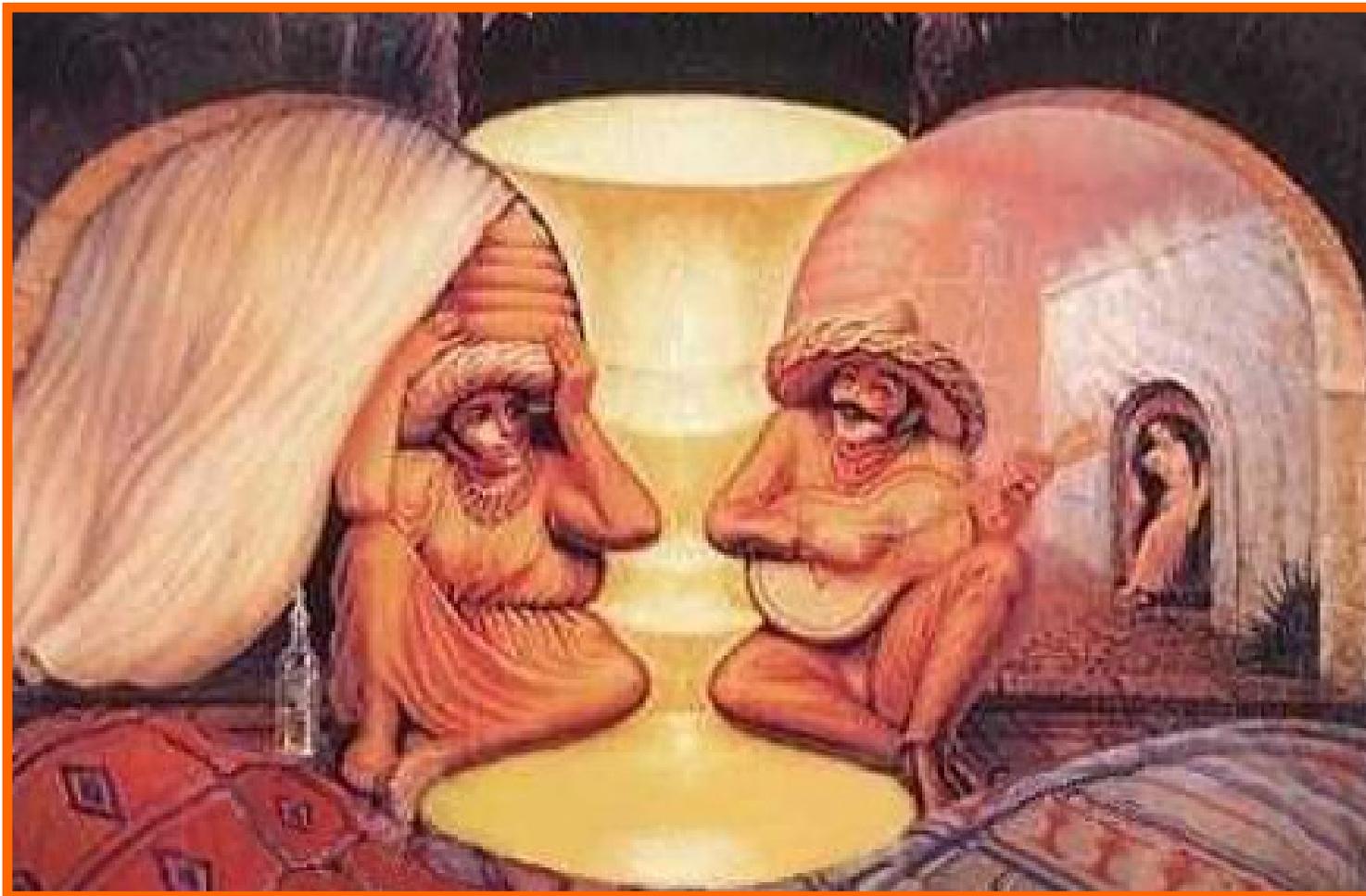
HR Evolution: What's next for HR?

HR transformation redefines how we think and do HR.

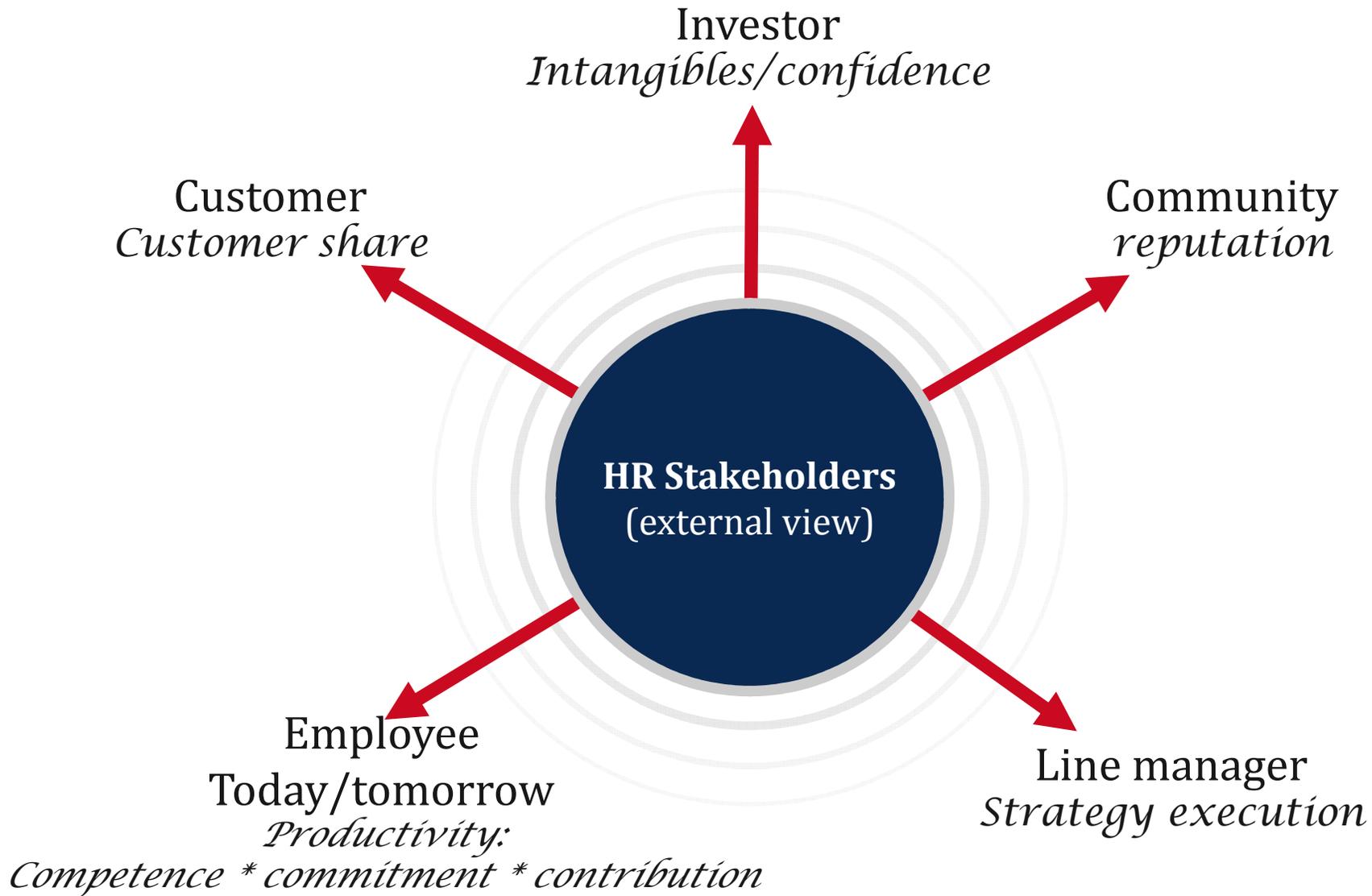


Fundamental Message:

Value is defined by the receiver more than the giver.



HR measurement from the **outside/in: Stakeholders**



Overview of the session

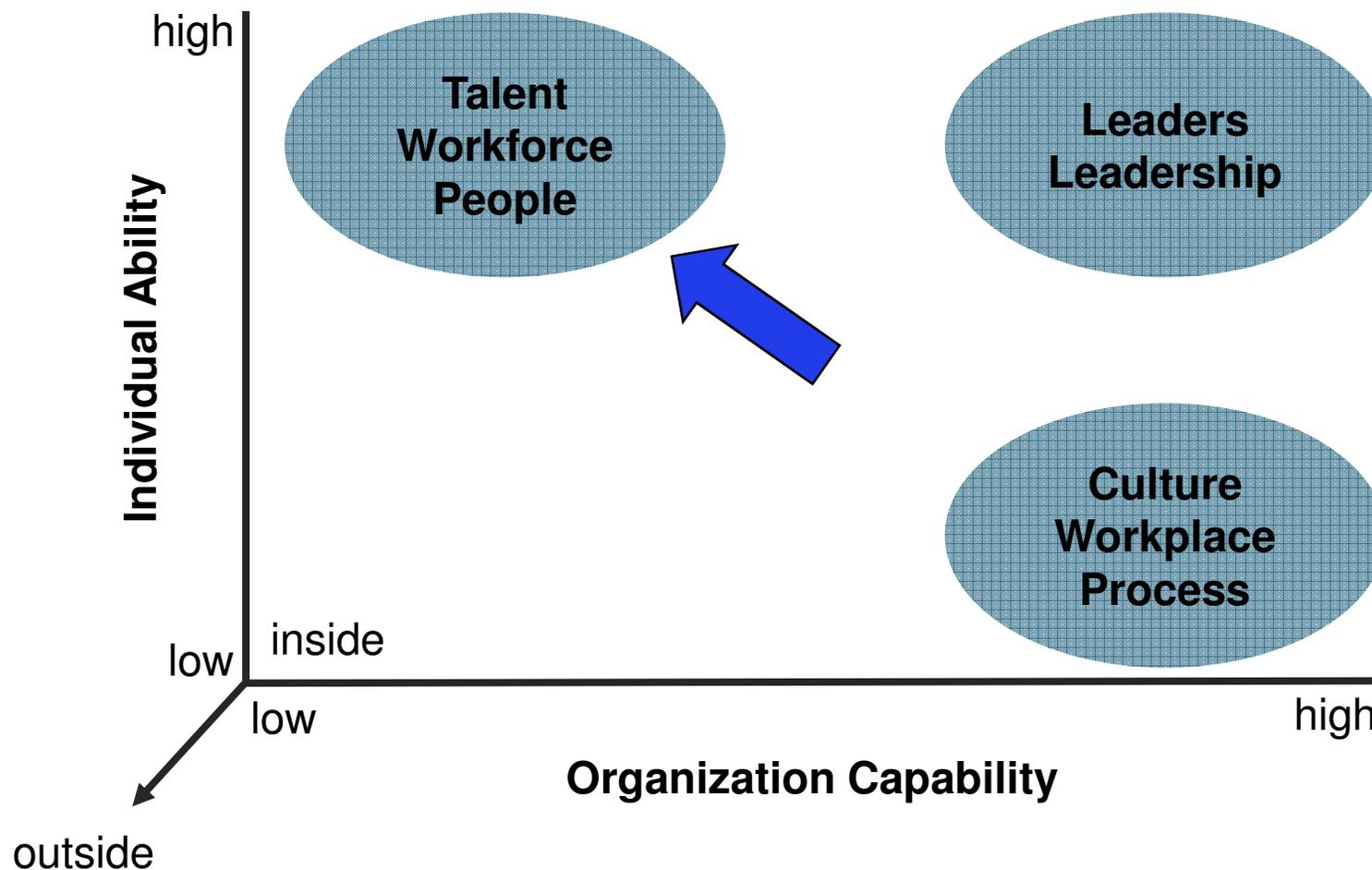
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HR Value: Where does HR deliver value?



Importance of talent and teamwork

What percent of the time is the leading scorer (winner of the Golden Boot) on the team that wins the World Cup?

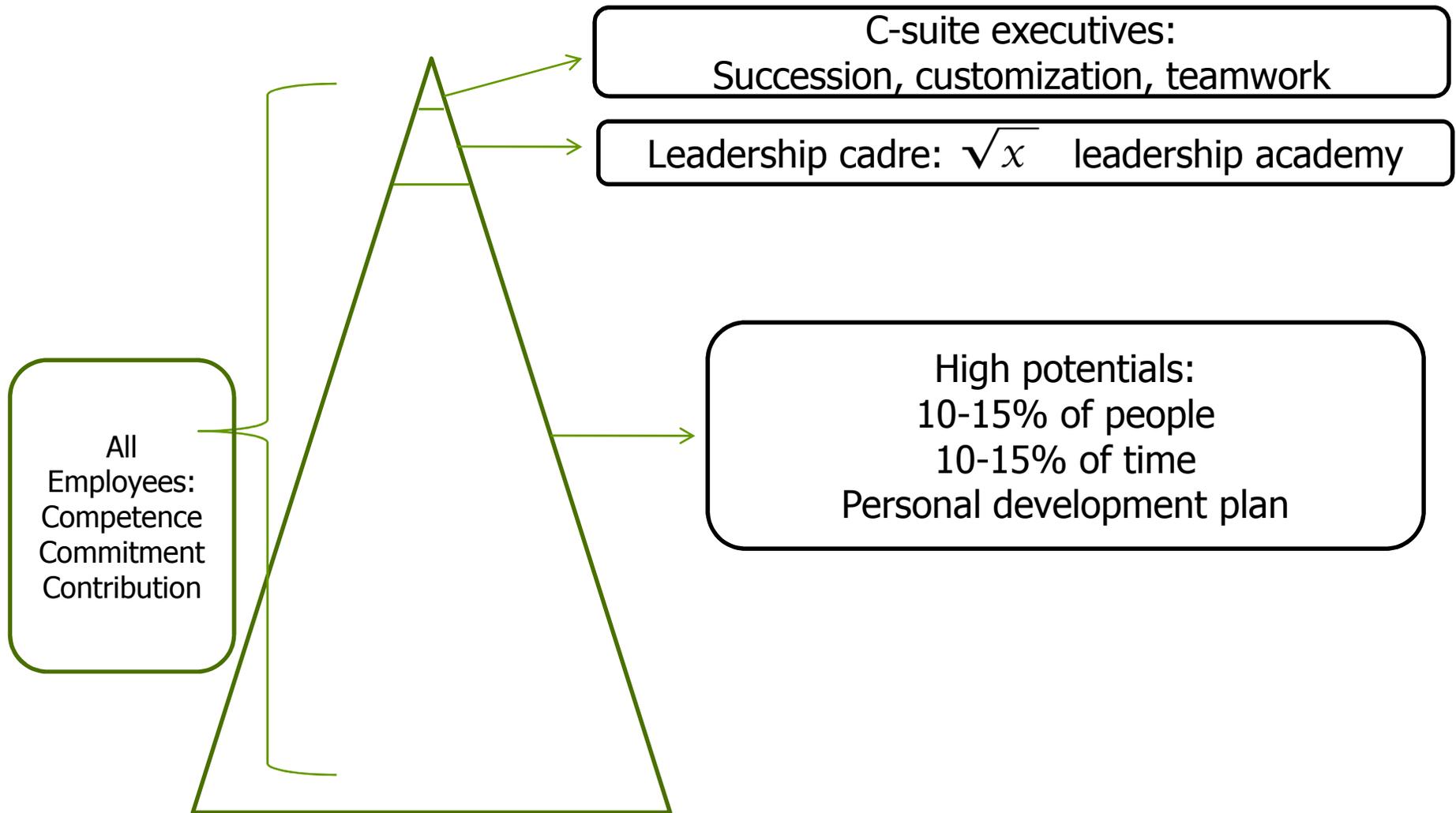


Importance of talent and teamwork

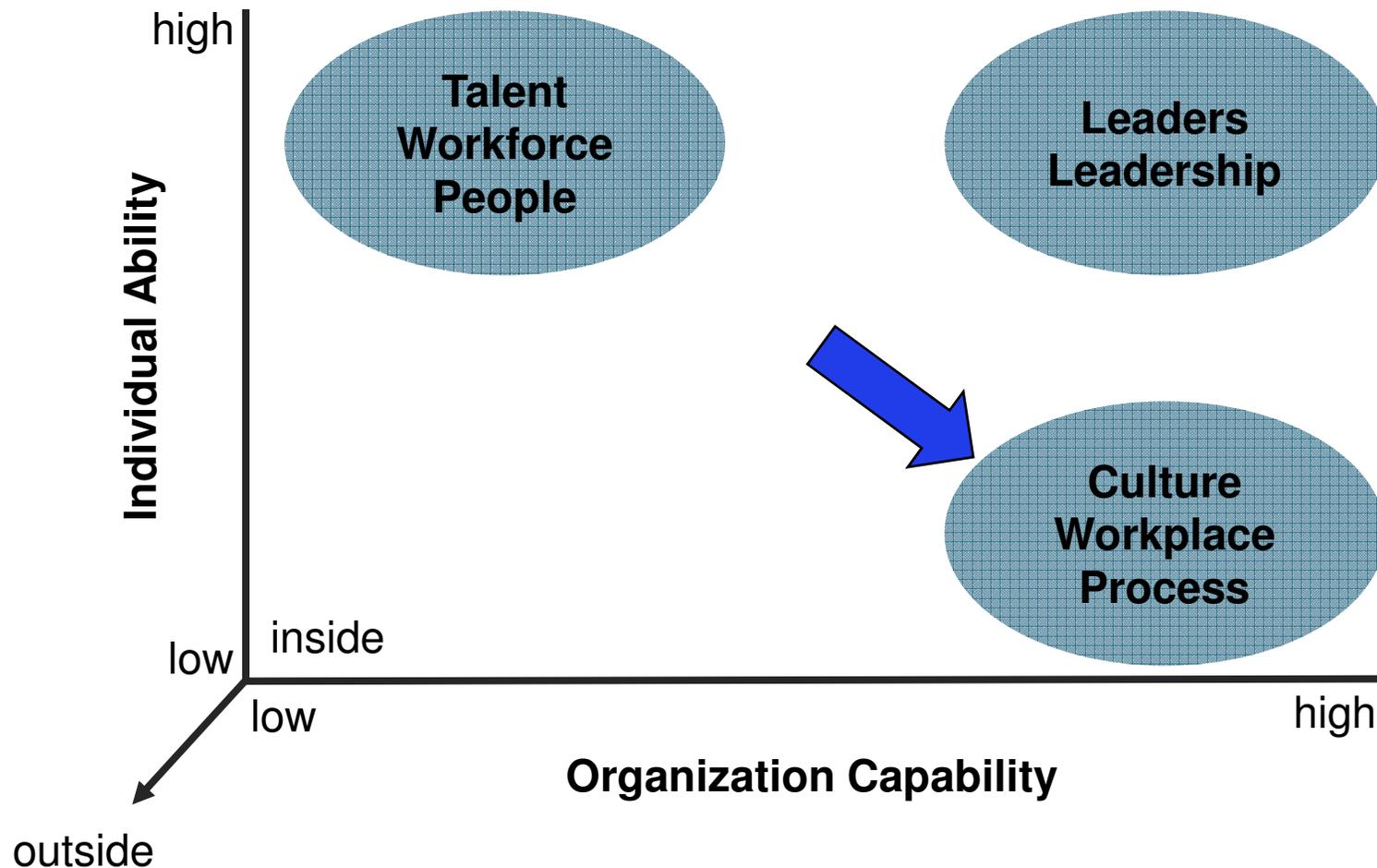
How many of the 20 “Best Actor/ Best Actress” Academy Award winners in the last ten years were also in the “Best Picture” for that year?



What do we mean by talent?



HR Value: Where does HR deliver value?



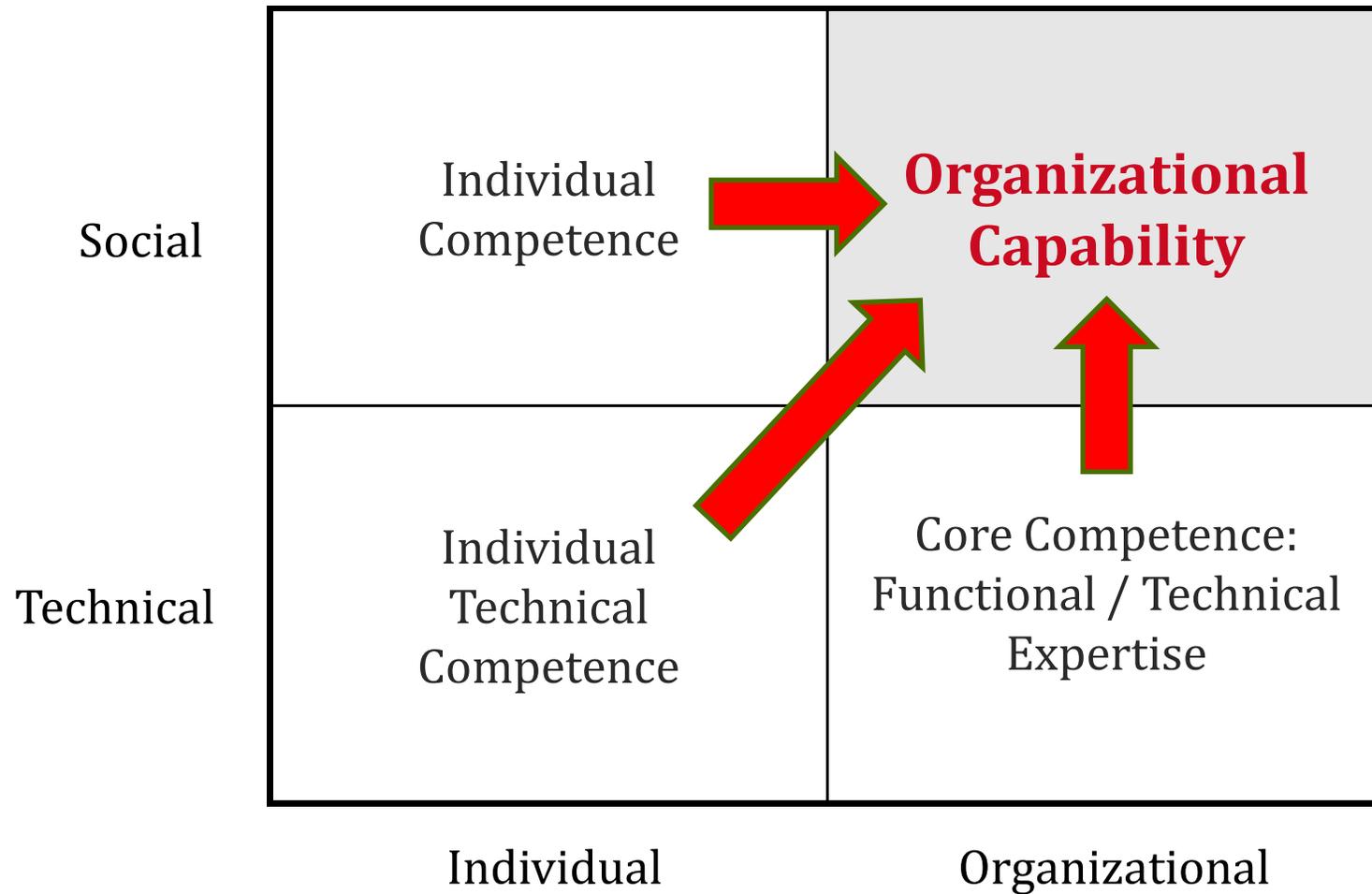
Organizational Capability

Organizational capabilities are team and process based:

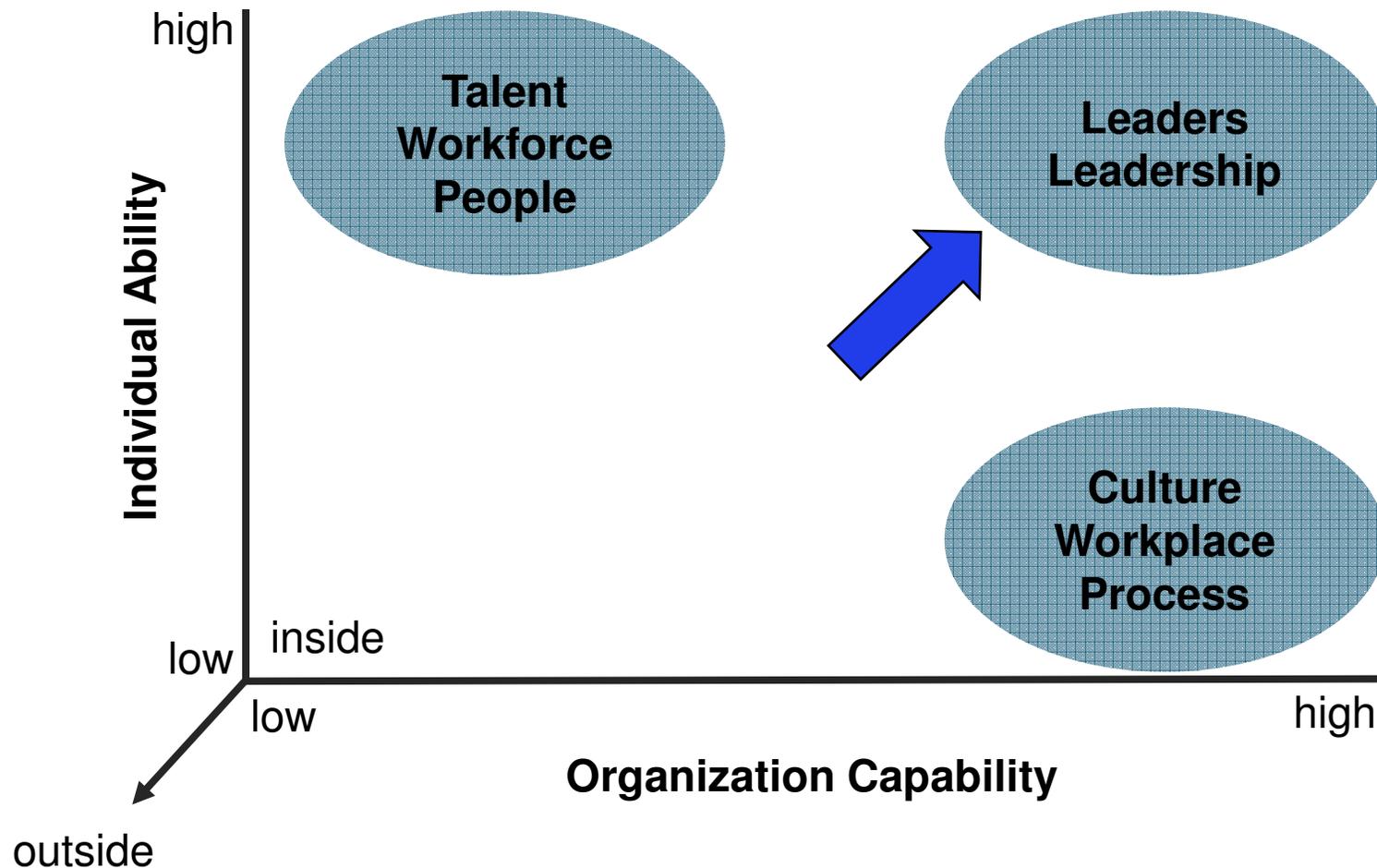
- What organizations are good at, and known for
- Capabilities create culture by shaping how people work together
- Capabilities enable organizations to convert customer expectations to employee action

What do we mean by organization capability?

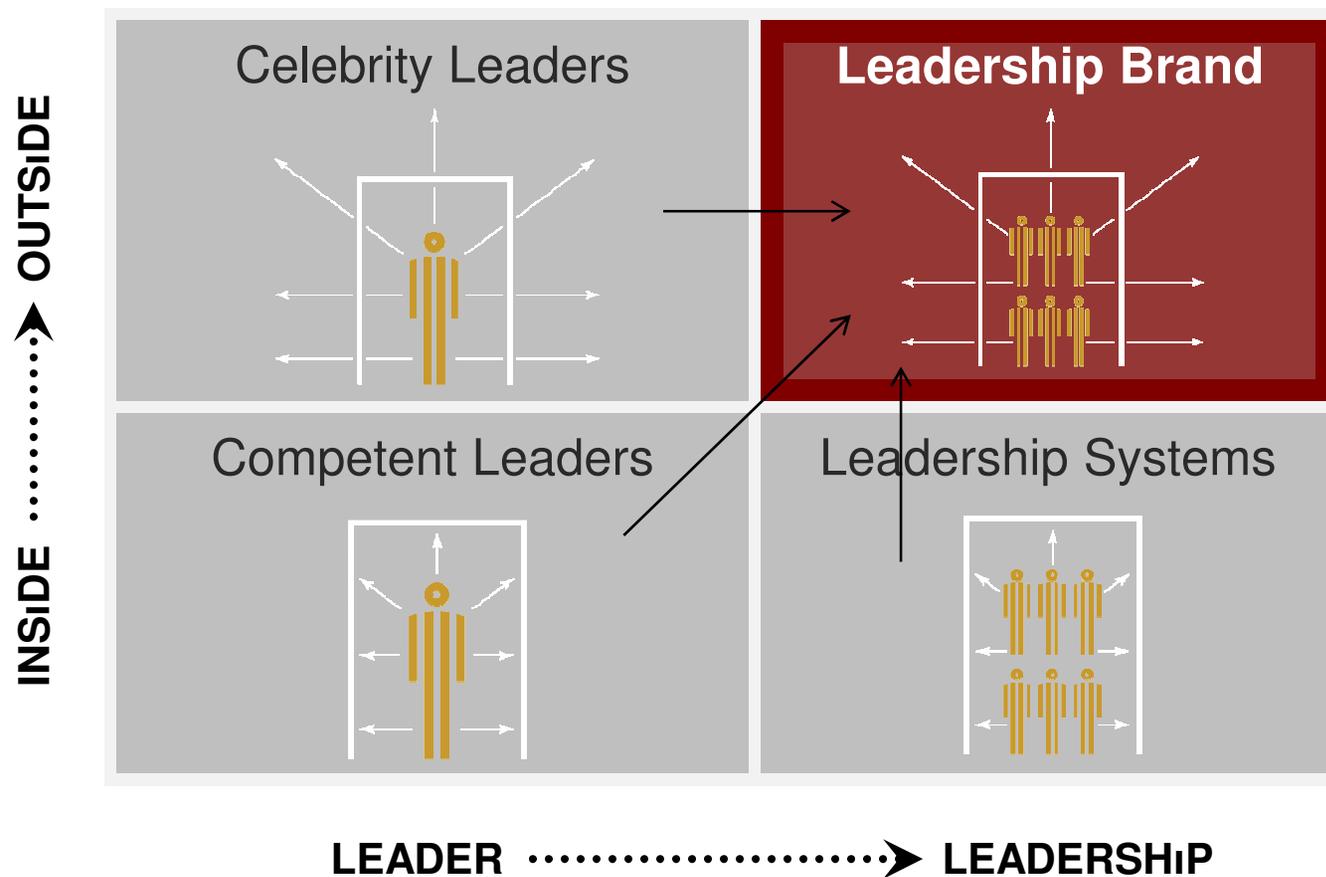
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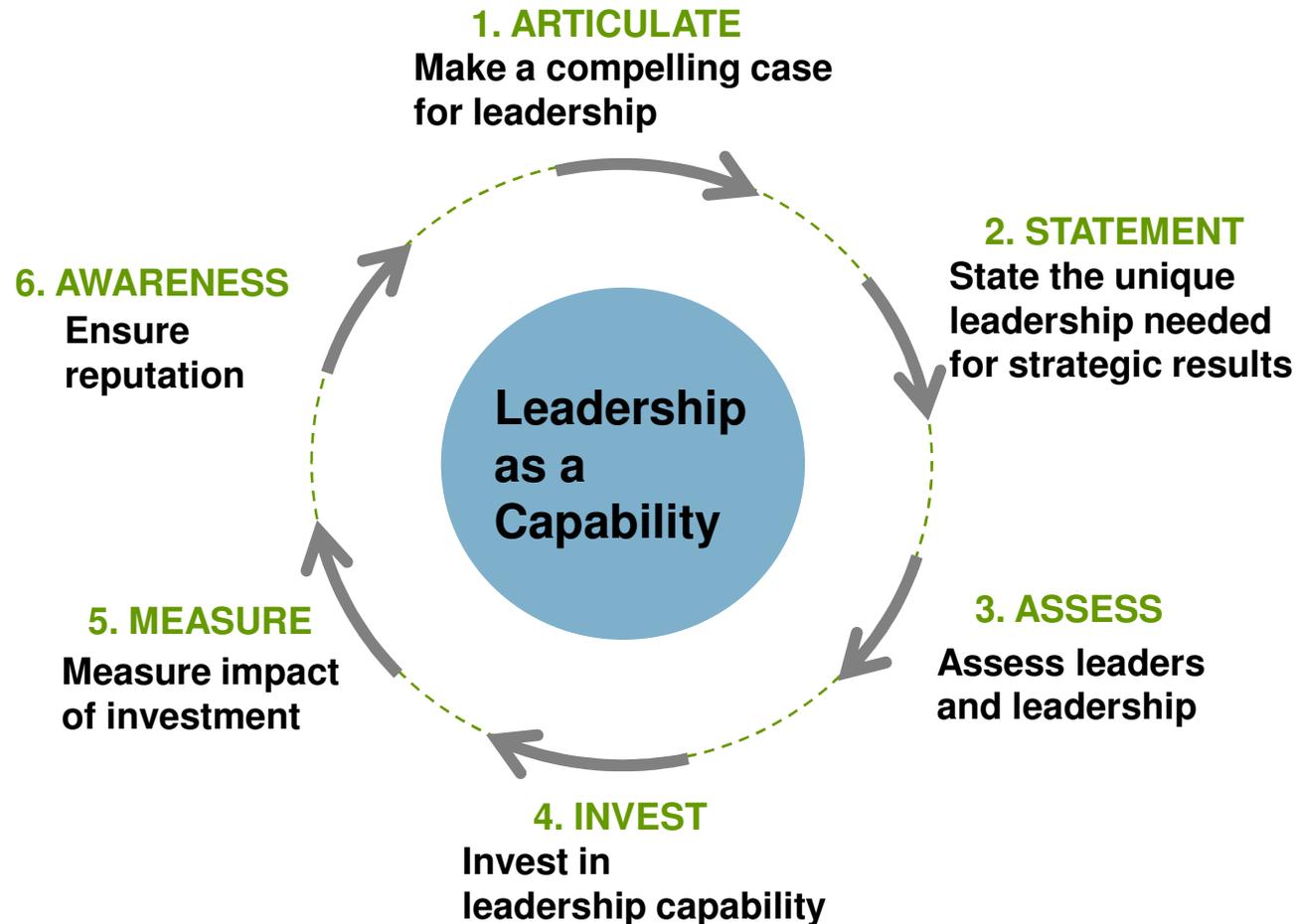
HR Value: Where does HR deliver value?



Two transitions in leadership: Individual/organization and internal/external



Steps to building a leadership brand



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HR Transformation: How can you transform HR?

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How to transform HR

HR Department

How do we organize to deliver work?

HR analytics
How can we measure and track success of HR work



HR practices
How can we align, integrate, and Innovate our HR practices?

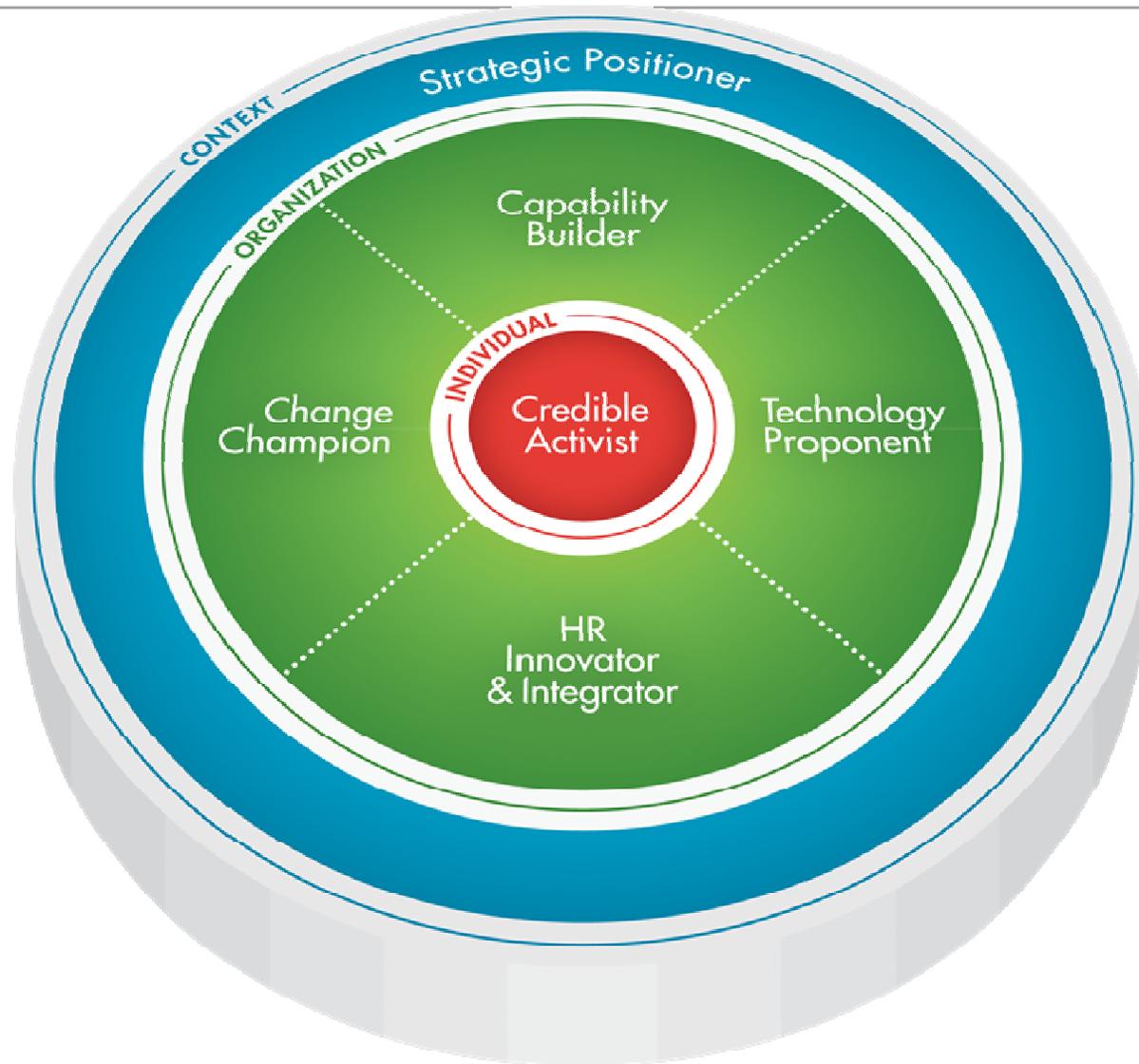
HR Professionals:
What competencies must HR professionals demonstrate?

Run the HR function as if it is a business within a business

Overriding organizational design principles:

1. Make the HR organization follow the logic and structure of the business organization.
2. Make the HR organization follow the flow of any professional service oriented organization.
3. Differentiate clearly between transactional and strategic HR work.

HR professionals: **competencies**



HR Competency Model: Domains and Factors

Strategic Positioner

- Interpreting global business context
- Decoding customer expectations
- Co-crafting a strategic agenda

Credible Activist

- Earning trust through results
- Influencing and relating to others
- Improving through self-awareness
- Shaping the HR profession

Capability Builder

- Capitalizing organizational capability
- Aligning strategy, culture, practices, and behavior
- Creating a meaningful work environment

Change Champion

- Initiating change
- Sustaining change

Human Resource Innovator & Integrator

- Optimizing human capital through workforce planning and analytics
- Developing talent
- Shaping organization and communication practices
- Driving performance
- Building leadership brand

Technology Proponent

- Improving utility of HR operations
- Connecting people through technology
- Leveraging social media tools

HR analytics

- Activity: what we do
 - Comparing best practices
- Perception: how it is seen
 - Surveying perceptions of HR work
- Result: what is the impact
 - Tying to business results, short and long term

For More Information

For more information or follow up, contact Ginger Bitter at gbitter@rbl.net

Or go to www.rbl.net