# HR TRANSFORMATION THE EVOLUTION TO STRATEGIC DECISION-MAKING

In today's rapidly changing business landscape, HR is no longer confined to administrative tasks and executing instructions from higher management. The role of HR professionals is undergoing a significant transformation, positioning them as strategic partners who provide valuable insights about an organization's goals, priorities, and vision.



### SHIFT TOWARDS STRATEGY

Traditionally, HR has been viewed as a support function responsible for carrying out administrative tasks such as talent acquisition, payroll, and employee relations. Nevertheless, all the decisions were made by other leaders within the organization, such as the CEO, CFO, and other department heads. HR professionals were often seen as a cost-sink, executing processes without having much influence on the direction or strategy of the organization.



The relentless efforts of HR professionals to enhance their value, combined with the advancements in technology and organizational changes, has propelled the role of HR to become a strategic asset. HR professionals are now empowered to make critical assessments and data-driven decisions that play an active role in shaping the company's objectives and priorities.









E.C.

Susan is a seasoned HR professional with a profound understanding of her company's human capital.

Presently, her company is experiencing declining customer satisfaction. Susan believes that she can offer a solution.

In a meeting with the company executives, she points out that their current workforce lacks the proper training and skillset to ensure customer satisfaction, and requests new training programs as well as new hires.



Unfortunately, the executives deny her request. They consider it an unnecessary cost, and they argue they cannot make investments based upon Susan's intuition.





#### Susan does not give up. To start with, she fully maps the Customer Journey, identifying areas for improvement.

Then, she uses the latest tech tools, including People Analytics software and Artificial Intelligence, to perform a meticulous analysis of the employee performance data.



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#### ...which brings astonishing results.

Customer satisfaction scores increased by 15% within the first year. This results in higher customer retention rates and increased brand loyalty.



The executives recognize the crucial role played by Susan in the success of their company, and she becomes a valued asset in strategic decision making.





## A new approach to WORKFORCE MANAGEMENT

John, an HR professional at a tech company, notices growing employee dissatisfaction. He believes it is due to an outdated leadership style. In order to back up his theory, he conducts confidential surveys and analyzes management and leadership styles, drawing insights from research and case studies.





John meets the executives and proposes a more democratic leadership style focused on autonomy, flexibility, and collaborative decision-making.



It is a daring proposal, and some executives clearly express their aversion to change.

However, they cannot deny that John's research is backed by solid data, so they decide to test John's proposal with a pilot team.



The pilot team is allowed to make decisions with more autonomy. E.g., team members can work from home, and manage their schedules with wide flexibility.



Within a year, the team shows a significant improvement in employee satisfaction and productivity, and a reduction in turnover rates.

#### The executives recognize the success of John's initiative and start work on a wider implementation across the organization.







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