

# 5 Examples of HR Initiatives | Strategy

**Strategic HRM can have a huge positive impact on a business and yet it's often undervalued or overlooked for the sake of cost, resources or priorities. But why is it so important?**

**According to Smartsheet, the greatest benefit of strategic HRM is also its purpose: to improve organizational performance by integrating and aligning with business strategy. Benefits seen from strategic planning include lower turnover, increased employee happiness and heightened productivity.**

**A well-defined HR strategy can help you achieve long-term business objectives, but every business is different – and no two plans are the same. Nevertheless, if you're looking to transform your HR practices in order to see increased internal and financial performance, we've got your covered.**

## 1. Purposeful hiring

Before you start implementing anything, look at recruitment. Once you know the company strategy, you know what needs to be done and what types of employees you need to achieve your objectives. Hiring the right candidate can be tricky, but it's crucial that your recruitment function, interviewers and hiring managers know what to look out for.

While the 'ideal candidate' looks different for every role, aligning candidates against company values is a great way to assess their culture fit and working style. King, creator of Candy Crush Saga, is just one example of a company with clearly defined values: 'How we work together determines what we can achieve,' they state on their website. 'Our values guide us every day in our work, in our decisions, and in our interactions with each other and our players.'

Aligning recruitment with your values is the first step towards assuring a workplace of like-minded people with common goals.



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## 2. A good onboarding experience

A good employee onboarding experience is essential to any HR strategy. Hiring talent is an expensive process that can go to waste if time and effort is not invested into employee orientation. Indeed, people who had a negative new hire onboarding experience are twice as likely to seek a different opportunity in the immediate future, according to Digitate's 'Super CIO' report.

Onboarding can often be overlooked as a priority, but first impressions count. Establishing a strong connection between the employee and the company values or mission is crucial for creating long-term engagement.

Voted the number one best workplace in Europe for three years running, Salesforce is leading the industry with employee experience. They onboard approximately 4,000 new hires each year with bootcamp, online learning resources and personalised orientation to ensure employees feel welcomed.

## 3. Growth opportunities

In their '2020 Retention Report', the Work Institute found that 78% of the reasons employees quit could have been prevented by their employer. Not only that, but career development has been the top cause of employee turnover for 10 straight years.

So, what's the solution?

Promotion opportunities can't be produced overnight. When 'hard' career advancements such as pay rises and promotions aren't an option, 'soft' progression is essential. This means more responsibilities, projects and an increased role scope.

PwC, listed on Glassdoor as one of the top companies for career growth, provides its employees with ongoing career support from in-house career and guidance specialists. Everyone is allocated a dedicated 'Career Coach' who's there to discuss performance, coaching and development.

You may not have the same budget to allocate as PwC, but it's a clear example of the importance of development in the workplace – both hard and soft.

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## 4. Social responsibility

Corporate social responsibility (CSR) is a self-regulatory business model that focuses on social, economic and environmental issues and can be hugely appealing to candidates and employees.

In a Glassdoor survey, 75% of those aged between 18 and 34 expect their employer to take a stand on important issues affecting the country and their constitutional rights, including immigration, equal rights and climate change.

When businesses adopt ethical practices such as carbon offsetting or charitable donation, they build employee trust, create a better work environment and serve as responsible role models in the industry. Global ice cream brand Ben & Jerry's support a wide range of issues from refugees to racial injustice – but if your business is new to CSR, start small and set short-term goals to build momentum.

## 5. Diversity and inclusion

Diversity and inclusion (D&I) often walks hand in hand with CSR. By committing to D&I, businesses promise to fight for equality, inclusion and a culture that welcomes all backgrounds. According to Glassdoor, 50% of employees want their current employer to increase diversity efforts.

Though diverse hiring is important, a D&I initiative can also be driven internally through workshops, education and calendar event celebrations. Employees want to see that companies are active advocates for communities, whether it be BAME or LGBTQ+.

Of course, there may be aspects of D&I that are more aligned to your company culture than others. Global tech company Accenture, for example, have long sponsored support group Girls Who Code in an attempt to triple the number of women in computing by 2025.