

# ALIGNING YOUR PEOPLE STRATEGY WITH YOUR BUSINESS STRATEGY

## ROADMAP TO ACHIEVING BUSINESS RESULTS

**Who are you as an organization?** Knowing who you are as an organization is paramount. What do you stand for? Why do customers choose your firm over the competition?

Aligning your HR strategy with your business strategy is key for success. Knowing how to find the right people and get them to want to work for you and stay is the secret to competitive advantage. Take advantage of these tips to keep your employees engaged within your organization.

**1. Hiring:** Knowing what you want the individual to DO before you begin your search and determining if they fit within your culture is the formula for performance.

(Performance = competence × energy<sup>2</sup>)

**Competence:** Does the person have the skills to do the job?

**Energy:** Does the person have traits necessary to fit with the culture (e.g., self-motivation, customer service, work ethic, sense of urgency, ability to get along with others, etc.)?

Surround yourself with self-motivated people who care about their roles, and then, keep them challenged and engaged.

**2. Training and Development:** Hiring is just the beginning of your relationship with your team. Once you spend valuable resources, time, and money hiring the right people, invest time into providing them with necessary training, development, tools, and resources to ensure they can work as efficiently as possible as quickly as possible.

**3. Leadership:** Employees want good bosses. Think back on all of the bosses you've had – If you were asked to choose your favorite boss, what is it about that person that makes them stand above the rest? Traits of good bosses include:

- ▶ Hiring for excellence
- ▶ Treating employees with dignity and respect
- ▶ Providing training, tools, and coaching
- ▶ Recognizing the value each individual brings to the job

Ensure that anyone who is responsible for managing others has been trained and is skilled at it. Resist the urge to promote people into managerial roles if they do not possess the necessary traits. You will lose employees because people join organizations – they quit bosses.



**4. Career Development:** Employees want to stay somewhere they can grow and see a clear career path. If they cannot develop professionally within your organization, they will leave in order to grow elsewhere. Do not spend resources training people only to lose them to another employer who will reap the advantages of your hard work.

**5. Rewards & Recognition:** Employees want to be recognized for their accomplishments and contributions. Do not: (a) punish good performers by giving them more work or (b) reward poor performers by taking work away, continuing to give them raises and bonuses and allowing them to stay with your organization. It is demotivating for your good performers. Employees want to be part of the team. They want their ideas taken into consideration. They want to feel valued.

Ultimately, your organization's people strategy should align with your business strategy, and every people-related initiative should result in something that your customers value. A consultative, strategic HR business partner can provide insights as well as subject matter expertise to help organizations leverage their people to achieve the organization's goals and win that competitive advantage.

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