



## **Using Human Resource Management to Steady Your Company**

With many major corporations looking for a bailout or some other financial solution to ride out the recession, some companies are looking internally to their human resource departments (HR) to provide the solution. The department has the Herculean task of managing and effectively utilizing the most valuable asset of any company—its workers. To ensure this and other vital considerations, we would like to recommend that your HR department focus on the following key areas:

### **Training**

There is no single fix, to be effective a number of initiatives must be undertaken concurrently. HR has as part of its mandate quality management and customer satisfaction which both fall under the umbrella of customer service. Key to the delivery of excellent customer service is training. HR must spearhead and carefully monitor this as it can make or break the company. Training has the net result of increasing efficiencies while maintaining existing customer levels.

### **Strategic Initiatives**

HR has to take the lead in developing initiatives which will support the strategic style undertaken. If the strategy is towards *operational excellence* then HR's role is to improve processes and create compensation packages based on highly measurable results. If the style is *product leadership*, HR's emphasis should be on training and development. Finally, if the focus is on *customer intimacy* which is essentially an emphasis on providing superior customer service, then HR would then ensure that any new employees would fit in with the values, mission and vision of the organization.

### **Engage Staff**

Finally, HR has to engage staff to get their feedback. Forums can be set up so that all the issues facing the company can be explained and discussed with staff. They can then participate in finding solutions to these issues and take pride in playing a significant role in keeping the company afloat. The creativity of employees must never be overlooked or underestimated as a company seeks new ways to survive. Some of the most successful companies are those in which employees feel a sense of ownership and belonging to the organization and that their contribution matters.