



PERSONA

HR Club, DoMS, NIT Trichy



Vol. 01 Issue 02

August 2020

HR Dynamikó



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EVOLVING ROLE OF HR MANAGER DURING COVID-19 CRISIS

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The lockdown and the long duration work from home that has followed it has presented HR teams across all organizations an unforeseen challenge and an amazing opportunity. The HR department is people-focused, and when people have been isolated or have been asked to work remotely, then its time for HR to get into action. Many business leaders assume that the current remote working conditions are temporary while countries manage the threat of coronavirus and that we'll eventually get back to standard working practice. However, the truth is that the workplace will never be the same post-pandemic. In what we're calling the world's biggest trial of remote working, companies are rethinking several common workplace misconceptions.



Snippets Corner

Facts that you should know if you are a HR Professional

1. Be open
2. Become Tech Savvy
3. Sound clear and confident
4. Formulate clear goals
5. Have real time data
6. Be flexible
7. Be an inspiration
8. Bring in newer concepts to work

People are the company's vital resource for overcoming a crisis so, rather than slowing the employee communication strategy down, HR must accelerate it. Here are five rules that are adopted by HR and their communication strategy to overcome the crisis.

- **Connectivity** : Ensure everyone can reach each other to be informed, make decisions, and act.
Example action: Ensure internal social channel is activated, and HR campaigns are running on it.
- **Collaboration**: Communication must encourage teamwork with a shared strategy and mutual understanding of purpose.
Example action: Identification of HR champions to run (virtual) lunch and learn sessions/post on internal channels on each of the HR projects, encouraging peer to peer endorsement.
- **Community** : Everyone must feel that they are in this together with positive energy and sharing abilities.
Example action: Develop a communication plan delivering valuable and relevant content, allowing people to maintain human interaction.
- **Channels** : Only use channels that are relevant to an identified audience - reduce noise. Example action: Measure the effectiveness of current channels and survey employees to determine preferred channels.
- **Consequence** : Coming out of the crisis on the front foot is essential. A sustainable strategy - address (don't park) BAU activity, it generates confidence. Balance this by anticipating the longer-term needs, the initiatives you were planning before the pandemic - have them ready, and the outcomes will lead to success.
Example action: Utilize lock down time to set up background work to holistic reward campaign

The consequences of not adhering to these rules are that in a world where everyone is craving information if you don't manage it, People will find their answers elsewhere and make their conclusions.

WORKFORCE DIVERSITY

K SUJITHA AMULYA

Workforce diversity means similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, gender, and sexual orientation. No two humans are alike. People are different in not only gender, culture, race, social and psychological characteristics but also in their perspectives and prejudices. Society had discriminated against these aspects for centuries. Diversity makes the workforce heterogeneous.

In the current scenario, employing a diversified workforce is a necessity for every organization. On the other hand, managing a diversified workforce is also a big challenge for management. Researches prove that a diversified workforce helps in increasing the productivity of an organization and even strengthening the organization's workforce. However, people with a conservative mindset consider diversity as a problem—the biggest challenge is to bring a change in this attitude to accommodate the diverse workforce

Few Major Benefits Of Workforce Diversity

- **A Variety of Perspectives** : Put a variety of world views into one room, and you'll come out the other side with better ideas. It's simple: When employees of different backgrounds, different cultures, different nationalities, and diverse perspectives come together, everyone shares a slightly different approach to the job and the problem at hand. And that's a benefit, as far as your success is concerned. But it's more than that. A diverse workforce also gives you better insight into your customers. They're different, too, after all.
- **Increased Creativity** : Workplace diversity boosts creativity. If you employ only heterogeneous groups, that is, employees who hail from similar cultures, perspectives, and socioeconomic circumstances, then you're limiting your creativity and innovation. Conversely, employees from diverse backgrounds will bring various solutions to achieve a common goal.
- **Increased Productivity** : Workplace diversity breeds not only creativity but also productivity. And that's because creativity leads to productivity: the more diverse your workforce, the more varied your brainstorming, the more varied your solutions, the more diversely productive your team.
- **Reduced Fear, Improved Performance** : A workplace culture of diversity goes a long way toward helping your employees feel included, no matter who they are or where they come from. This inclusiveness helps break down barriers and reduces the fear of being rejected, not only for who your employees are but for the ideas they voice.
- **Boost Your Brand's** : Reputation When you hire diverse employees, it looks good. In turn, this diversity engenders goodwill within your community and industry, which results in great marketing.
- **Global Impact** : Looking at the big picture, diverse workforce employees of all abilities, creeds, and experiences make a difference. You can make a difference, in every community in which you operate, by making a difference in the lives of your employees.

Beyond that, a diverse workforce grants you a different and global perspective, a point of view rich with the incredible nuances of human experience and culture, and that means you will have a higher chance of communicating and expanding to more diverse markets, both at home and further afield. Diversity is the chance to develop your business in a global market successfully.



Snippets Corner

"The greatest leader is not necessarily the one who does great things. He is the one who gets people to do great things."

"Hire for attitude, train for skills"

"In order to build a rewarding employee experience, you need to understand what matters most to your people"

EFFECTIVE DECISION MAKING THROUGH PEOPLE ANALYTICS

REHNA S R

Snippets Corner

4,27,000 resumes are posted each week on Monster. 89% of recruiters have hired someone through LinkedIn and 80,00,000 applicants found their job through Twitter.



We're experiencing seismic shifts in the HR landscape, and organizations realize the need for a data-driven approach to compete and retain top talent. HR analytics or People analytics enables HR professionals to make data-driven decisions and thereby improve ROI. It helps leaders make decisions to create better work environments and maximize employee productivity. Let's see how analytics can help the HR functions - performance evaluation, staffing, and collaboration more effective and exciting.

- **Performance evaluation** : The fundamental challenge in performance evaluation is that performance measures are noisy. For any given level of effort, a range of outcomes can occur due to factors outside the employee's control like competitors, team members, her boss, or the economy. Thus, the challenge lies in separating skill from luck. Poor evaluation can happen due to vague predictions, outcome bias, hindsight bias or narrative seeking, etc. Techniques like regression, correlation, etc can be used for better evaluation.
- **Staffing** : In hiring process with the help of analytics, we can evaluate which method is suitable for predicting the performance of the candidates for a particular organization, and also for awarding promotion to employees we can determine which dimensions of performance in the lower level job can best predict their performance in a higher-level position, we can decide whether to adopt internal or external staffing option for a particular job role, for understanding and managing attrition, for predicting turnover of employees, etc.
- **Collaboration** : Collaboration is the action of working with others to create better results. Hence, organizations across the globe appreciate great collaborations to happen between their employees for better output. But the problem lies in methods managers have to adopt for improving cooperation, describing and mapping collaboration patterns and evaluating them. Hence, they bought in the idea of Organizational Network Analysis (ONA) for making the process more systematic. For this, network data to determine who is collaborating with whom is collected via surveys, and they are then monitored, cleaned, and analyzed. Through evaluating the collaboration networks, we can even reduce employee overload and collaboration inefficiencies, eliminate organizational silos, and enhance career paths.

[Click here to read about the comparison in hiring of top executives and freshers in companies amid the pandemic.](#)

Editors

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