
HR For Competitive Edge

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In this competitive and dynamic world, any organization, in order to take a lead over the competitions needs to focus on the contemporary and innovative HR practices. Some of the innovative practices can be as enumerated below.

Making Individuals a Part of Vision and Objective

Making individuals a part of the vision begins with the top management and includes not only laying down the strategy, but also articulating the vision. After the shared vision is established, the vision should be clearly communicated to everyone in the organization.

Involving the team members in the vision and the objectives of the organization leads to contribution in a better way, towards the developments of the organization.

Shared vision and value provide a direction : commitment and the driving force to all team members, and also build a culture for the organization. The vision inspires the team members to achieve desired results.

A uniform culture has to be transplanted across the organization. Once the vision is clearly understood by every team member, action plan needs to be put in place to take this shared vision forward in the organization. Apart from a clear vision, Visible Management Commitment is very important in transforming the culture of an organization. At least twenty five percent of the time should be spent in order to further the vision and the values of the organization. The top management should ensure

that the team members are suitably rewarded for their efforts in implementing the shared values successfully. Tapping the potential of the employees and bringing the workforce and management to work together has to be an ongoing process. Set clear objectives, obtain commitment, provide proper support and work in line with the vision towards achieving desired objectives.

Culture is a permanent character of the company. Employees come and go but the culture lives on.

Capturing & Sharing Knowledge will be key Ingredients to Success

Managing knowledge and determining techniques for capturing, distributing and sharing knowledge in the organization will be the key ingredients to success. Many companies have kept a dedicated team, which continuously updates and maintain knowledge. This century belongs to those organizations, which have learned to utilize knowledge for competitive advantage. It is no longer true that a single person can deliver the goods at all times and that he is indispensable.

Knowledge will be the new currency of this millennium.

Leader of the team should ensure that all information, data and knowledge is communicated to team members in order to enhance their contributions, even latest trends and good practices should be shared with the team. New methods of training like online discussion boards, or the

conventional classrooms could be turned into a knowledge sharing room.

Shifting the Attitude from Control to Support

There needs to be a shift in the attitude of the management from the one that exercises control to the one that supports the team members. The strategies need to be redesigned, in order to make it more of a support function than a control function.

The crux of the strategy will be to give highest value to humanity, treating people with dignity and respect and recognizing and rewarding their potential. Individuals want to work in a free environment. It has been proved that when autonomy and freedom is given to individuals, their efficiency and effectiveness increases.

In the present context, the management should, through innovative techniques, enable support to the team members rather than controlling them, thereby, making them winner.

Anything which is forced cannot be forceful

The role of the leader is not just to create checks and balances but also to create an organization that focuses on effective performance.

Developing Global Managers in a Cross Cultural Environment

In the present scenario, when the world has been transformed into a competitive global village, it becomes extremely important for the managers to transact globally besides transacting in their own regions. Therefore, to be successful globally, the managers need to learn the cultures of different parts of the world.

Leaders must be conscious of the expectations and the needs of the foreign counterparts

The process of developing globally competent managers could be initiated by putting emphasis on the following sets of skills :

- Global managers have to constantly upgrade their awareness and knowledge, according to the latest trends and innovations taking place across the international market. Managers need to adjust and improvise accordingly, to match the required international standards.

- Developing a universally acceptable working culture : Efficiency, competency, punctuality and the application of the total quality management are some basic issues, which no manager of the present times could afford to overlook. To gain an international standing, it is essential to incorporate these standards in the day to day working.

Success in the global market place depends on effective cross-cultural exchange. Knowledge of different management styles, such as, the Japanese, Korean and American styles and the ability to distinguish between them is absolutely essential for the managers to gain a competitive edge in the global market.

- Leaders must be conscious of the expectations and the needs of the foreign counterparts. It is imperative for the managers to understand the behavioral intricacies of different working cultures, especially taking into view the body language, postures, customs and certain ethics, specific to the working cultures.

Getting Non-Hierarchical

More and more organizations are paving the way for a flat structured organization. The idea is to facilitate faster decision making, by providing more empowerment and autonomy to the employees. Flat structures and adaptive people shall be the slogan for the future.

Each individual should be accountable to the Pay-cheque he gets

Culture of Learning and Adaptability

The 21st century will belong to those organizations, which are able to learn faster than

their competitors to gain competitive edge. Successful organizations have learnt to respond quickly to their customers, develop new products and their approach to managing creation of knowledge.

Organizations, which have encouraged learning, are successful in their business ventures. New and innovative concepts are required to be continuously learnt and adapted in the organizations. Senior executives in such organisations are encouraged to gain exposure to the latest and the best management practices so that the same could be applied in their organizations.

Organizations can gain significant competitive advantage by leveraging the knowledge contained in the minds of their employees, archives and countless documents.

To grow, doing new things & doing things differently must become the corporate capability

Developing New Generation Business Leaders

Leadership is the foundation of sustained profitability. The need of the hour is to inculcate the quality of leadership in every member of the team-by recognizing their talent and developing their competencies. Initiative and creativity are the hallmark of a leader who can bring about the metamorphosis from the existing state to the desired state.

Entrepreneurship should be encouraged among senior executives in the organization by building leadership skills through deliberate and concentrated efforts. Leaders play an important role in influencing people to drive towards organizational goals.

Blend yesteryear's experience with the present enthusiasm to achieve the future goals.

Be Small But Look Big

Globalization is erasing boundaries and building a network between nations and people. An organization could afford to be small but still look big. This could be accomplished through out-sourcing secondary functions and creating 'Quality Teams'. With the lesser number of employees, the organization can create more on 'Committed Employees'. Emphasis should be given to more on strengthening core competencies so as to boost up profits, future growth and build a strong reputation of the organizations in the corporate world. Organizations will have to compile a list of specialists in various fields and involve them for gaining better results. *Successful implementation of the above mentioned practices can help an organization develop into a world class organization.*

Shift the focus from high employment to networking