

Video Viewing Assignment

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Introduction

In reviewing the list of required and optional HR videos for EHRD 614 I came down to six videos that I think HR professionals should watch in order to help motivate them as they continue to strive to be a strategic partner within their organization.

Required Videos (Videos 1-3)

Video 1: “How HR Can Get a Seat at the Table: Talk the CEO's Language”

(<https://www.youtube.com/watch?v=89SxQbi5Uec>,
<https://www.youtube.com/watch?v=hyowbBfAxKU>)

The speaker discussed on how HR can get a seat at the table. He starts by saying that the problem is that HR has a hard time convincing others about their level of importance within the organization. One way to solve this issue it to be able to use both the right side and left side of their brain, meaning be creative and analytical at the same time. We need to be able to be analytical because we're always talking numbers - hiring, termination, etc. The speaker then says to look at what are the high metrics in your business. Is it marketing and sales or is it how many products we sell.

In part two, the speaker focuses on the cost of turnover. He breaks down how much it would cost an organization for losing employees at various position levels. The numbers are radical when you put into perspective with the help of SHRM's statistics. The speaker, a CEO, says that he will listen to someone who can show him the turnover statistics of the company and provide a proposal of how they can decrease the turnover rate through a detailed plan that will cost significant less than the turnover situation.

This video provides a way for a HRD professional to get a seat at the table by talking financially about turnovers and how one of their programs can assist with decreasing the financial struggles. This will allow the HR professional to display the ROI of his or her program(s).

Video 2: “HR Competency Study 2012 Results” - Dave Ulrich

(<https://www.youtube.com/watch?v=TsdOmZ2w2bk>)

Dave Ulrich presents the results of his team’s 2011 study on what makes an effective Human Resource professional. There are six skill sets that a HR professional needs. At the core is credible activist, meaning the professional has a reputation of being trustworthy and knowledgeable about HR and the organization as a whole.

Surrounding the core are the skill sets of capability builder, change champion, and HR innovator and integrator, and technology proponent. Capability builder focuses on the skill of being able to create opportunities for HR to grow and mature in value. A change champion is someone who makes change happen to build their organization into a high performing organization. A HR innovator and integrator means that they know how to develop their staffing and process and able to provide leadership with their own development. Technology proponent means the person understands the use of technology in the result of developing HR responsibilities to be more strategic with the use of technology.

The last skill is strategic positioning. This skill focuses on the understanding of social, economic, and technical movements. It also means the individual understand their customers and any trends that are associated with the organization’s field.

These six skills define what a HR professional should acquire in order to be successful for themselves and for their organization. These skills can be obtained through years of experience, training, and coaching/mentorship. As a young professional, I am starting to work on developing these six skills. In order to be successful, I need to first build credibility in my knowledge of HR and build relationships to be seen as a trustworthy colleague.

Video 3: Strategic HR Professional Development - HR Transformation Tool 6.4

(<https://www.youtube.com/watch?v=RODLmeefbMA>)

The RBL group discusses an innovative approach to continue development of HR professionals for success. The process is centered on an HR competency 360 that should be taken on an annual basis or every six months. There are six HR competencies that positively impact HR performance. The previous video I summarized focuses on the six competencies.

Following the discussion of listing the competencies, the speaker states that high performing companies provide a menu and a coach to their employees. The menu lists three categories of ways the employee can gain training. The first is formal training, which is basic training for an employee. The next is experimental opportunities of learning such as temporary projects or book clubs. The third is on the job learning opportunities, which allows an individual to be trained in a new position at the company.

The coach is involved in reviewing an employee's skill set and seeing what courses the employee should take that are listed on the menu. It is then decided by the employee and their manager about what trainings they should aim to have the employee complete by an expected timeframe.

This video goes hand in hand with the previous summarized video as it relates to the development of HR professionals. This video taught me that I cannot develop my six skills alone. That I need to be involved in being trained and have a coach to help me grow as a HR professional.

Optional Videos (Video 4-6)

Video 4: “Ten Best Practice HR Tips - Human Resource Best Practice”

(<http://www.youtube.com/watch?v=WZfbrupIXV4>)

The purpose of this video is to uncover what HR calls itself and whether it deserves a seat at the table. David Fairhurst, McDonalds, says HR needs to quit being self-indulgent and focusing on the issue of what HR calls itself. Fairhurst says HR needs to earn their seat at the table. He says HR needs to focus on two things. The first is to understand what the organization needs to be more valuable and to be high performing. The second area of focus for HR is to recognize what their employees see as valuable within the organization. This will help them understand what makes their organization different from the competition.

Fairhurst says if HR can bring these two areas of focus together then HR will be able to provide change and support to both the leaders and the organization that will help build a better future for their organization. As an HR professional, it is my duty to understand my role within the organization and how to provide support to the leaders.

Video 5: “How HR Can Become a Strategic Partner: Advice from a CEO”

(<https://www.youtube.com/watch?v=KVLlbLRLnn0>)

In this video, the speaker names a few HR responsibilities, such as FMLA, hiring, firing, etc. He does this to inform his viewers that all of these responsibilities are functions and not part

of a strategic plan. The purpose of this statement is to give an example of why HR has trouble getting a seat at the table. HR is typically focused on completing the tasks, which are highly required, and not focused on developing the organization as high performing. The speaker suggests that the best way to change this routine is to review other department's strategic plans and reach out to their leaders with an open hand. As HR, we need to go out and ask leaders questions like, "how are you doing?" and "how can I help" in order to develop a relationship with them that benefits both HR and the leader's department. As we continue to build our relationship with other leaders we will then build our recognition which will lead to a seat at the table.

This task sounds simple, but I don't know of many HR departments that are reaching out to their leaders in order to make their value known and to develop the organization as a high performing group.

Video 6: "Capitalizing on HR Opportunities" (<http://www.youtube.com/watch?v=CQ5J-nL70UU&list=PLB194586B07D87D7E>)

This video came out in 2009 following the 2008 economic downturn. I believe the history should be noted when listening to the speaker as she discusses how during this economic time (2009) is HR's best opportunity to get a seat at the table. This video can also be encouraging for HR professionals whose organization are going through a recovery period in itself. I work in the HR office of a healthcare organization who is currently being hit with budget cuts due to the Affordable Care Act so this video felt relevant to me and my position within my organization.

What I took from this video is that this is the time for an HR professional, like myself, to increase their value within their organizations. The speaker provides two steps that I see fitting.

The first step is to meet with their COO and other executives to see how to strategize a plan to regain the organization's value. The second is for the HR professionals to step up their game and broadcast their value to the organization as a high-performance group that can play an effective role in this transitioning time for their organization.

Conclusion

In conclusion, the six HR related videos that I briefly summarized in this paper come down to one goal and that is to get HR a seat at the table. This can be done through training and developing of HR professionals like myself through basic trainings, experimental training, and on the job experiences. Once HR professionals like myself are equipped with the six skills noted in Ulrich's video then we can assist other departments within the organization to become a high functional tool. Through this, HR will develop relationships and recognition for their importance to their organization.