



SymbianceHR

Demonstrating the ROI of HR for your Business

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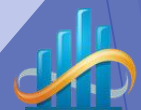
Agenda

- ▶ Introduction
- ▶ Why ROI of HR is Critical
- ▶ The HR Function
- ▶ Understanding the Business
- ▶ Demonstrating the HR Impact
- ▶ Building the ROI Proposition
- ▶ Q & A



Demonstrating the ROI of HR is Critical

- ▶ Questions to ponder
 - ▶ How does HR support business growth and profitability?
 - ▶ How does HR protect the business from employment practices risks and liability?
 - ▶ How does HR enhance workforce productivity?
 - ▶ How does HR contribute to talent acquisition and retention?
- ▶ What is your leadership's current perspective on these topics?
 - ▶ Do not assume leadership understands the contributions and value of HR to the business.
 - ▶ Recognize you have a responsibility to educate your leadership on the ROI of HR.
- ▶ Improve your influence with leadership by learning how to define and communicate the ROI of HR to the business.



Review of the HR Functional Areas

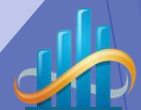
HR Strategic Management	Structure of the HR Function	Global HR
Talent Acquisition	Organizational Effectiveness & Development	Diversity & Inclusion
Employee Engagement & Retention	Workforce Management	Risk Management
Learning & Development	Employee & Labor Relations	Corporate Social Responsibility
Total Rewards	Technology Management	U.S. Employment Laws and Regulations

Source: Society of Human Resource Management, SHRM BoCK. www.shrm.org

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Where HR Time is Spent



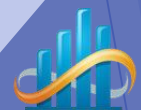
Understanding the Business

▶ Strategic Business Partner

- ▶ What differentiates you for leadership?
- ▶ Titles do not make you a strategic partner.
- ▶ What does it mean to have a seat at the table?

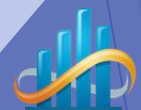
▶ The Business

- ▶ Why do they exist?
- ▶ What problem or challenge does their product or service solve?
- ▶ How do they make money?



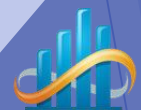
Business View of HR

- ▶ Perception is Reality
 - ▶ How does leadership view HR?
 - ▶ Is HR transactional or strategic?
- ▶ Execution of HR
 - ▶ Is HR a valued advisor and guide?
 - ▶ Is HR responsible for execution that should be done by the business?
- ▶ People Management
 - ▶ Done by the business?
 - ▶ Expected from HR?

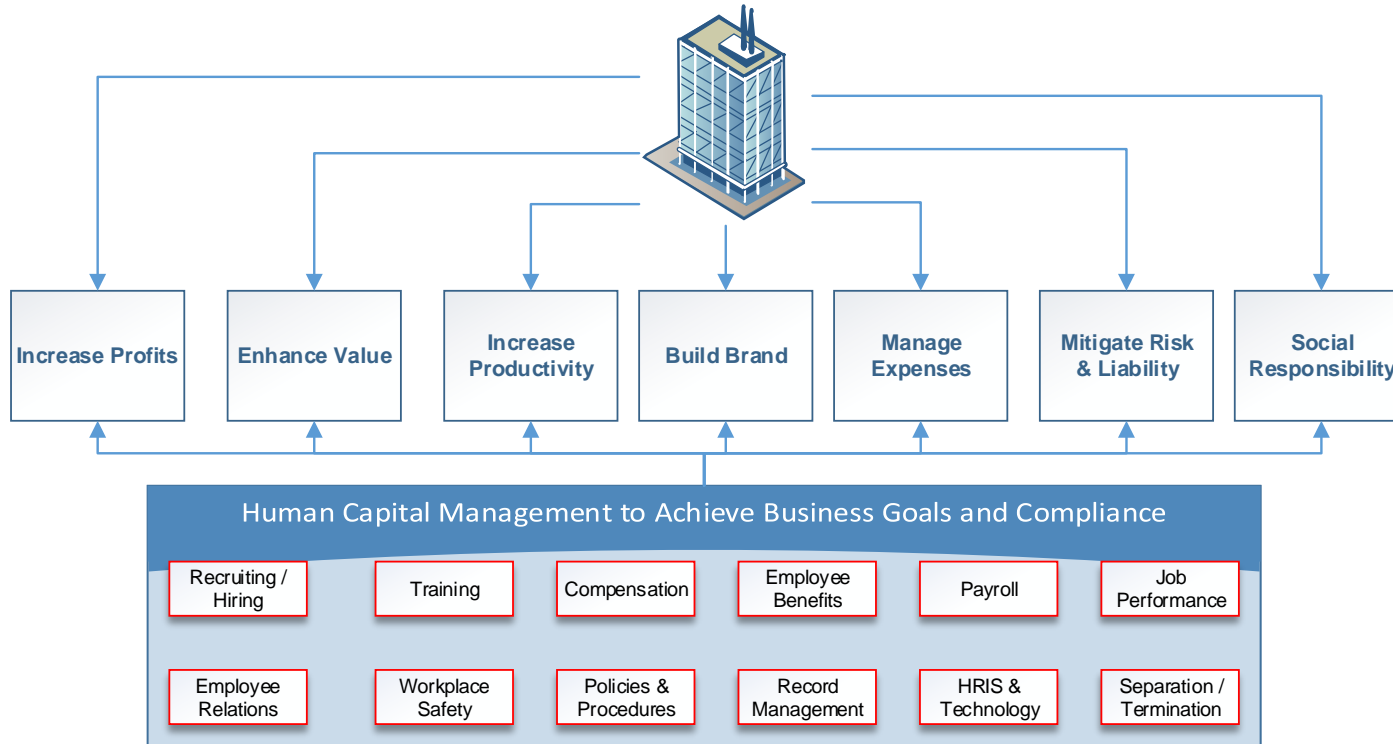


What the Business is Thinking

- ▶ Business Goals
 - ▶ Increase profits
 - ▶ Enhance value of products and services
 - ▶ Increase productivity
 - ▶ Manage expenses
 - ▶ Mitigate risk and liability
 - ▶ Social responsibility
 - ▶ Build brand
- ▶ How do they want to accomplish this and more
 - ▶ As efficiently and effectively as possible

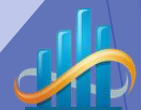


The Business and HR



Altering your Thinking

- ▶ HR Practitioner
 - ▶ How do you view what you do?
 - ▶ How do you present what you do?
 - ▶ How do you perceive what you do?
- ▶ HR Consultant
 - ▶ Views what they can do differently.
 - ▶ Presents what they do differently.
 - ▶ Perceives their contributions differently.



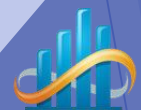
Connecting the Dots

▶ Increase Profits

- ▶ The business thinks about its operations, processes, procedures, sales, marketing, etc.
- ▶ The HR practitioner must think about how the company's greatest asset, the human capital, contributes to the goal of increased profits.

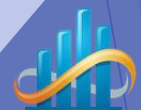
▶ Examples

- ▶ Improved technology and reduced steps in the recruitment process.
- ▶ Streamlined vendor pre and post offer employment checks.
- ▶ Manager Training to enhance performance management.
- ▶ Comprehensive benefits program to improve retention.
- ▶ Leave management program to maximize resource availability.



Connecting the Dots

- ▶ Increase Productivity
 - ▶ Business wants more output with resources it has.
 - ▶ The HR practitioner must think about how the activities and initiatives they can put in place or enhance to improve overall productivity for the business.
- ▶ Examples
 - ▶ Onboarding Program to transition new hires into productive employee most effectively.
 - ▶ Talent acquisition and succession planning to align and place the right resources into the right roles.
 - ▶ Workplace safety programs to minimize risks.
 - ▶ Health and wellness programs to reduce absenteeism.
 - ▶ Flexible life work programs to keep employees engaged and productive.
 - ▶ Performance management programs to provide the managers the skills to in turn provide the employee the tools, resources, and support they need to be successful.



Connecting the Dots

- ▶ Manage Expenses
 - ▶ Business wants to limit or reduce budgets.
 - ▶ The HR practitioner must think about how the programs and practices they implement can directly correlate to cost savings for the business.
- ▶ Examples
 - ▶ Employee engagement programs to reduce turnover and improve retention of the high performing employees.
 - ▶ Periodic review of all benefits programs, compensation structure, incentive programs, executive compensation, tax credits, unemployment insurance exposure, and more.
 - ▶ Use of appropriate technology to increase efficiency, compliance management, and reduce time to complete tasks.
 - ▶ Establishing effective leave management and return to work programs.

Build the Value Proposition

- ▶ Evidence Based Decision Making
 - ▶ Understand how your leadership makes decisions
- ▶ Prepare the Business Case
 - ▶ Identify Current State
 - ▶ Propose Future State
 - ▶ Include Key Performance Indicators
 - ▶ Describe how initiative will be measured
 - ▶ Be mindful to offer more than one solution
 - ▶ Include costs as realistic and fact based as possible

Articulating the ROI

- ▶ Identify the right audience
 - ▶ Leadership / Executive Team
 - ▶ Key Stakeholders should be included
- ▶ Define who will be involved and what their roles are
 - ▶ This sets appropriate expectations
- ▶ Demonstrate Credibility and Expertise
 - ▶ Must be able to speak the language of the business
 - ▶ Must be able to articulate your subject matter expertise
 - ▶ Must be able to prove the value of HR in achieving the goal

Summary

- ▶ HR is an intricate contributing factor to the success or failure of a business.
- ▶ Leadership may not fully understand how HR adds value to achieving the business goals.
- ▶ HR must continuously inform, educate, and guide leadership through subject matter expertise, influence, and demonstrated results.
- ▶ Your title alone will not make you an effective Strategic HR business partner.

Questions and Thank you!



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Warren is a co-founder of SymbianceHR and leads all client consulting engagements. He is a human capital strategy subject matter expert with over 20 years of experience as a strategic business partner, project manager, and people leader across private and public sectors organizations.

Warren is responsible for all client consulting engagements from initial needs assessment and compliance review through delivery of customized complex human capital strategy solutions that meet the client's business goals. He has a proven track record of providing executive coaching and guidance to business leaders and human resource professionals at all levels including the C-Suite of Fortune 100 companies.

Warren combines his human capital, project management, and business management experience with a philosophy of solving business challenges through the strategic implementation of policies, processes, and procedures to deliver sustainable solutions that demonstrate ROI, mitigate and manage risk, and empower organizational success.

Warren is the author of “Applicant Interview Preparation - Practical Coaching for Today” and holds a B.S. in Human Resource Management, an MBA in Project Management, and a M.S. in Industrial and Organizational Psychology. He is also a SHRM Certified Professional.