

Hindu Business Line

Today, HR has to drive topline growth

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Ms Jyothi Menon, Senior Vice-President, HR Shared Services Centre, Scope International Pvt Ltd, addressing students of the Vael's Institute of Business Administration.

'Today, HR has to drive topline growth'

BL CLUB

Our Bureau

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Times are a changing in the field of human relations. HR managers today are more concerned about HR transformation within the organisation, says Ms Jyothi Menon, Senior Vice-President, HR Shared Services Centre, Scope International Pvt Ltd.

According to her, the old dimensions of HR as a transactional agency engaged in processes, procedures and metrics has changed. Transformational HR was about adding to topline growth by leveraging the emotional connectivity of people in the organisation and inspiring the workforce.

She was addressing students of the Vael's Institute of

Business Administration at a BL Club event presented by Indian Overseas Bank.

"Transformational HR is about inclusive people management, about tapping innovation, about doing rather than being and more and more about emotional engagement," she said.

In the current environment, HR has to add value. According to her, the last few years have been a period of immense learning. During this period, personnel relations or industrial relations had morphed into human relations with the focus shifting from functions such as hiring and recruitment to human issues.

In a society of surplus with similar companies employing similar people with similar educational backgrounds and

coming up with similar ideas, there was a need for connection between head and heart.

One of the best levers of growth today is employee loyalty – which is all about the head and heart. Employee loyalty translates into customer loyalty which translates into business growth, she pointed out.

Companies which enjoyed employee loyalty had an edge over others that did not. It is a function of the environment where HR managers connect with employees. In such companies, line managers take up responsibility for teams.

Citing models for success, she listed Southwest Airlines, Starbucks and Pike's Fish Market in Seattle. "In such environments, employees work towards a cause, not a mere a job; it is emotional," she said.