

"They say that time changes things, but you actually have to change them yourself."
- **Andy Warhol**

It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.
- **Charles Darwin**

Welcome to Careersindia's news update

Assessment Pulse is a monthly newsletter from the Careersindia team which brings to you the most relevant happenings in the area of human capital assessment. We welcome your feedback and suggestions on how we can improve.

Here are this months highlights: -

- The Changing Role of HR - The HR professional in the year 2010
- The Changing Role of IT in HR - The way forward (A research study)
- HR Trends for India in 2007
- Careersindia Solutions for Specific HR Functions



*HR issues are at the forefront of business leaders because they realize that it is **more difficult to implement a strategy** than to form one.*

The Changing Role of HR

As organizations increasingly compete through talent, their investments in human capital will determine their competitive positions. The old role of HR often focused principally on its own performance, carefully measuring cost per hire, the ROI on its programs, and how its initiatives affect skills and attitudes. The new age HR Manager has now shifted focus from what HR does to the quality of the talent decisions it supports.



While traditional HR roles of being a policy administrator and rule enforcer still exist, they are being done more efficiently through technology or outsourcing. The new emerging role of HR is a more strategic role where integrating people and the organization is important to help a company accomplish its business goals. Good HR professionals are now seen as strategic change architects, culture stewards, and talent managers/ organization designers.

Once companies have an in-depth, accurate view of their workforce, they may find that they are less dependent on 'quick-fix' solutions to solve problems relating to employee or skill shortages.

The Changing Role of IT in HR - Comprehensive to Function Specific

Firms have seen a lot of investment being made in the form of state of the art complete HR Management Systems. These businesses recognize that to be fully effective, HR programs have to be more solution specific rather than mass produced. Each function (Recruitment, Performance Appraisal, OD, etc) of HR is unique and requires the use of stand alone tools to measure various parameters, thus making the output more user friendly, informative and with reports that are easy to decipher and implement.



Advantages of using Function Specific HR Systems for every function of HR:

- Better Quality in Output therefore better decision-making,
- Increased efficiencies and reduced costs as it saves the trouble of implementing large HRMS with a lot of redundant features that cost a lot.
- Streamlines qualitative data into quantifiable output
- Once time-intensive processes are streamlined, HR professionals have time to focus on achieving full workforce optimization, a key source of

competitive advantage and, ultimately, profitability.

"Growth is a great opportunity, but it is also a danger if done poorly. Without **retention**, getting good people in the door does not matter."
- **Dave Ulrich**



HR Trends for India in 2007

According to Dave Ulrich some tried and tested lessons of hyper-growth from across the world are applicable to the Indian business scenario.

- Make sure that rapid growth does not hide management problems. It is easy to be so consumed with growth that building the right organization loses a priority. Getting great talent is a key to organization success, but not without great organization. Getting great people and then having them work in an organization that is not responsive and flexible, undermines the talent.
- Talent, talent, talent. Growth makes it easy to hide behind so-so talent, which is dangerous. It is important to grow with great talent who will sustain growth
- Keep building the organization infrastructure to sustain the growth. This means building reward and development programmes for employees and other systems for financial, technology and customer management. If there is a constant churn as good people exit, then the talent game will never be won. It is important to not only attract, but also retain talent. Retention also signals to potential new employees the kind of culture they will experience and may make the firm more attractive to them. Often the reasons people come to work for a firm is not the reasons they leave the firm. It is important to learn why good employees leave.

Source: *The Economic Times*, January 12 2007.

A new **Campus Opportunity** for you!

- Complete campaign logistics managed by the university
- Fully equipped computer labs to conduct online tests
- The screening process involves an online assessment (specific to the company requirement) and assessments would cover – Aptitude, Behavioral & Competencies

Careersindia Solutions for Specific HR Functions

Career Scan

Career Scan

An online solution for organizing and sorting jobs & resumes

Exit Pulse

Exit Pulse

An online survey to capture, assess, analyze and report the feedback of employees leaving your organisation. An effective information tool for retention strategies.

Complete Assessment and Placement Campaign

Careersindia has tied-up with the Bharathiar University, Coimbatore for a complete assessment and placement campaign, through which companies would be given the opportunity to visit the university campus on specified dates and assess and interview final year students for placement in April-May 2007.



Careersindia Pvt. Ltd.

Phone:

Chennai - 044 28260337

Mumbai – 022 56267844

Delhi – 011 41600856

Bangalore - 098441 59952

E-mail: response@careersindia.com

Website: www.careersindia.com

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