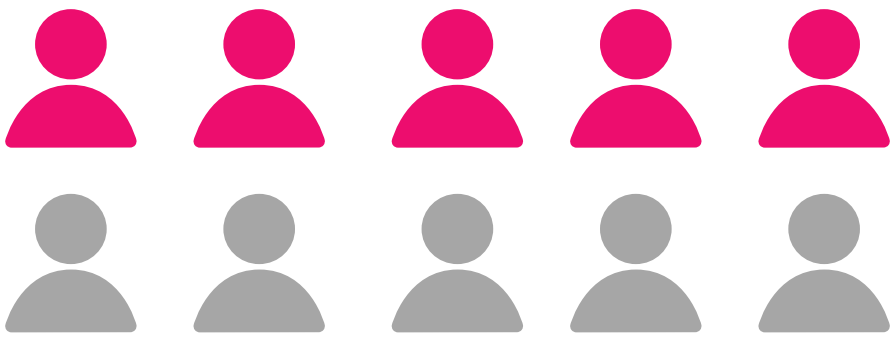


THE NEW HR IMPERATIVE:

LEADING FOR GROWTH

It's no secret that business growth is powered by exceptional customer experiences that have people at their heart. HR has a unique opportunity to connect with the growth agenda to drive greater impact today.



OVER 50%

of leaders and employees say HR is not keeping up with the changing needs of their business

HR HAS A UNIQUE OPPORTUNITY TO CHANGE



A lot of HR people have been trained into 'I'm in the service of the business, what can I do to make your life better', not 'you know what, here are the five levers you can pull in the business to make a difference.'

Leena Nair
Chief HR Officer, Unilever



CREATING A WINNING PEOPLE EXPERIENCE



It's about pushing boundaries on how we need to lead differently; how we motivate and engage employees and create an environment that inspires performance & growth.

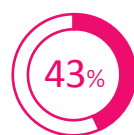
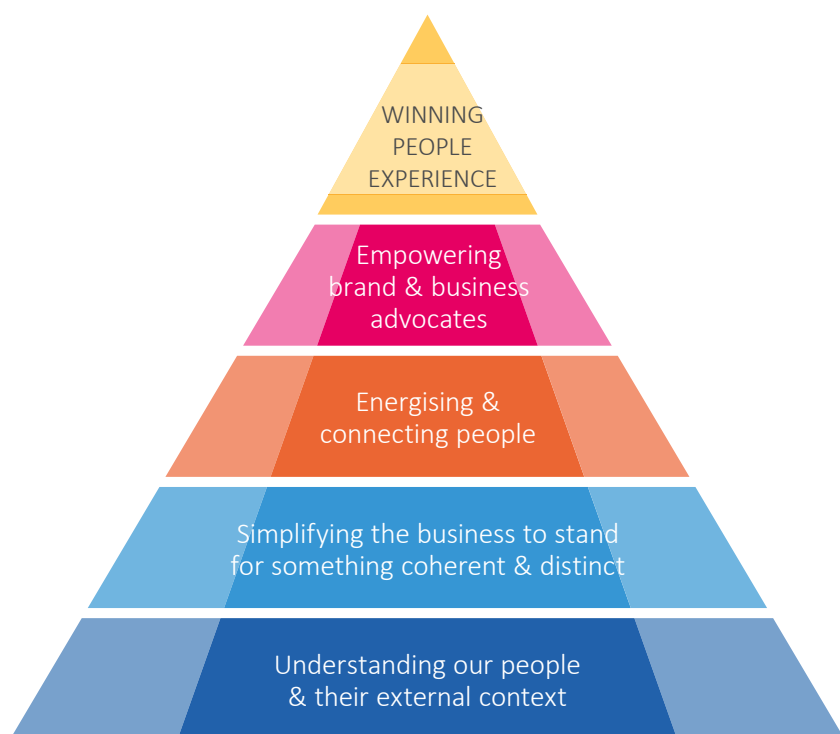
Mairead Nayager
Global HR Director, Diageo

DIAGEO

IT'S TIME TO STEP OUT OF THE SHADOWS

and reframe the role HR plays in your business to play a more influential role in driving the strategic agenda.

We identified 4 specific areas where HR can drive greater value:



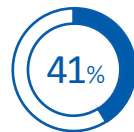
Say the employee experience doesn't match the brand experience



Believe employee communication needs to be improved



Ranked poor leadership as the worst thing about their company



Believe employee insight is the most important area to improve

To deliver greater value, HR needs to build capabilities in key areas:

Analytics, insight & segmentation

Engagement & digital

Purpose & branding

Leadership & coaching.

ASK YOURSELF THESE FOUR QUESTIONS TO GET STARTED!

01

Do we have a winning people experience that is good enough to support our growth agenda?

02

Given the Purpose and Strategy of the business, what role must HR play uniquely in our business going forward?

03

To play this role, in what areas must HR excel and therefore what is the capability set required to deliver this role?

04

What priority capabilities do we need to build now and in what sequence?

