



The Critical Role of HR in the New Normal

*Learning to Focus on HR Circle
of Influence (COI) and become
a Proactive Person in this
Pandemic*

August 27, 2020

3:00PM

MY PROFILE



**MORE THAN 20 YEARS
OF CORPORATE EXPERIENCE**

“HR” ALL MY LIFE...My Passion

DIFFERENT INDUSTRIES:

**Semicon, Transport,
FMCG, Broadcast Network, Real Est
Chemicals**

Mother... and a young Grandma



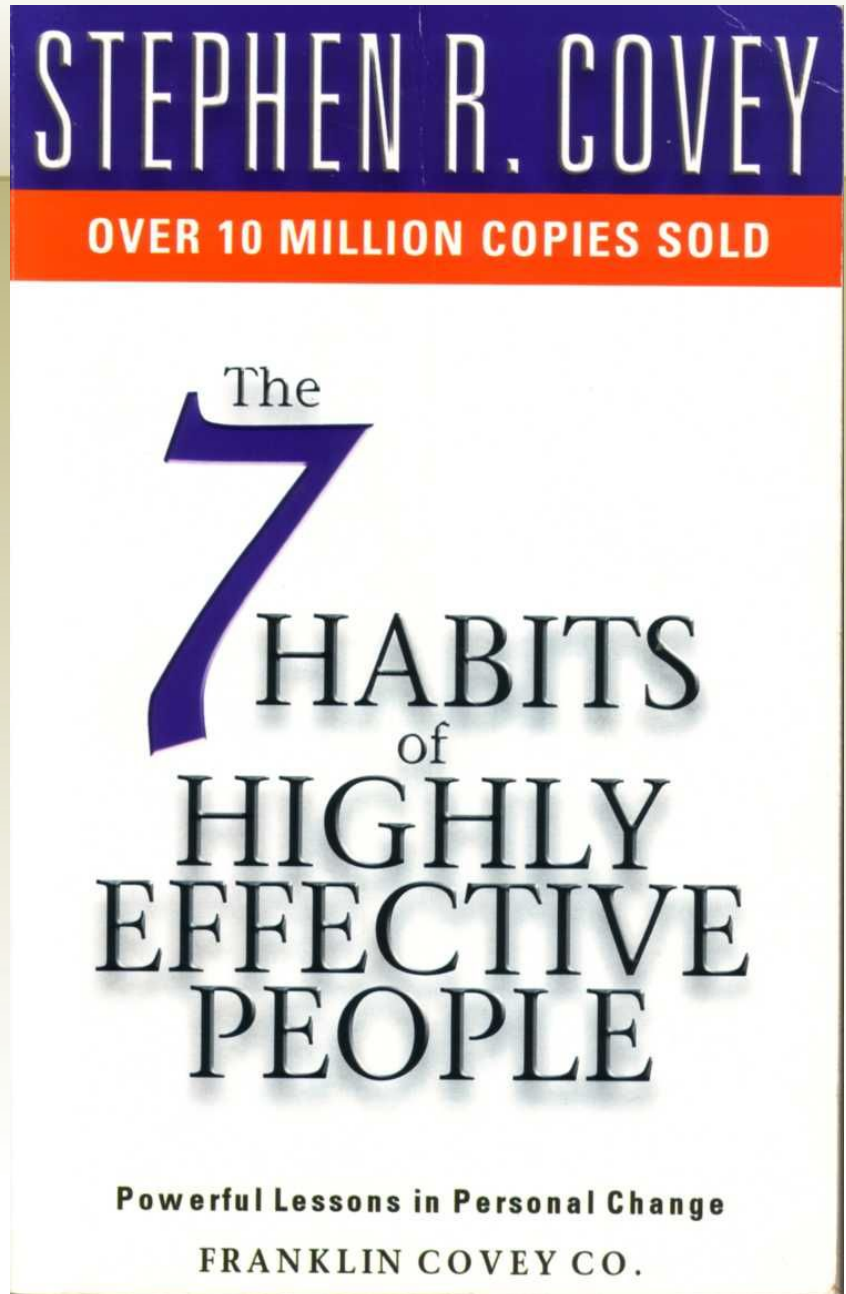
The good guys!

SuperFerry





- Strong influence in my HR Career and leadership style since 1999
- Have deployed and developed Training and coaching programs Using these principles and teachings

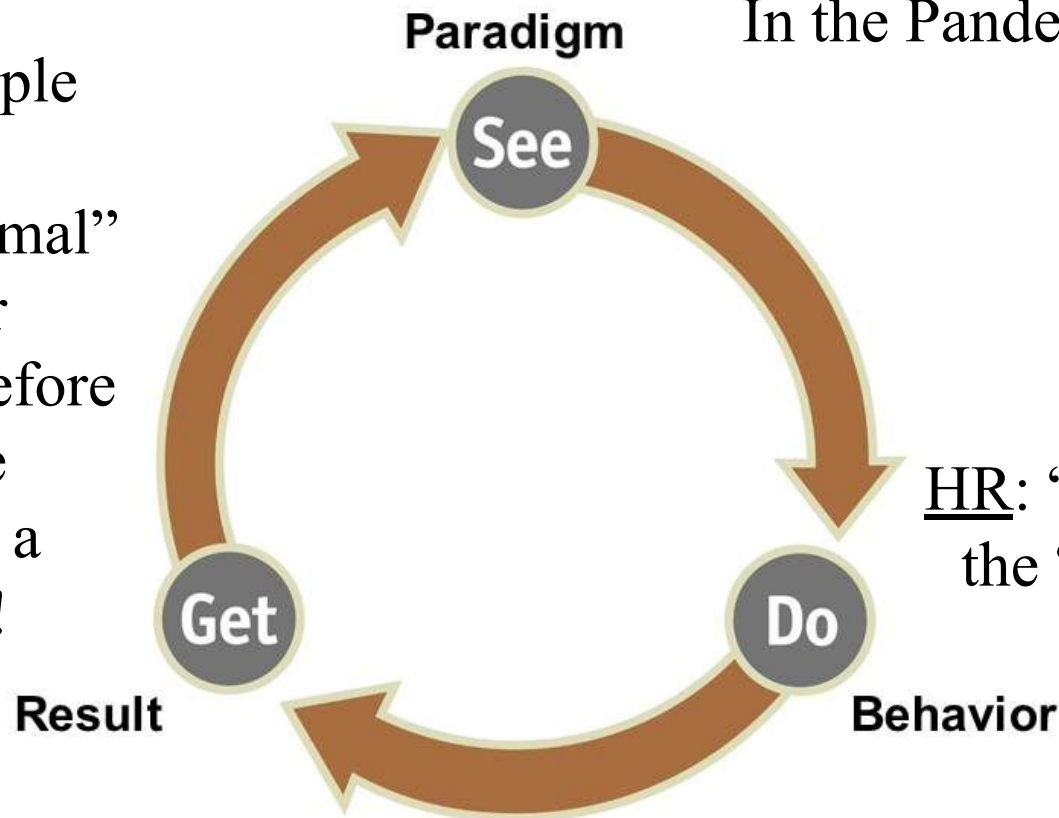


THE POWER OF THE MIND...

Org: The people embraces the “New Normal” with better Results than before the change

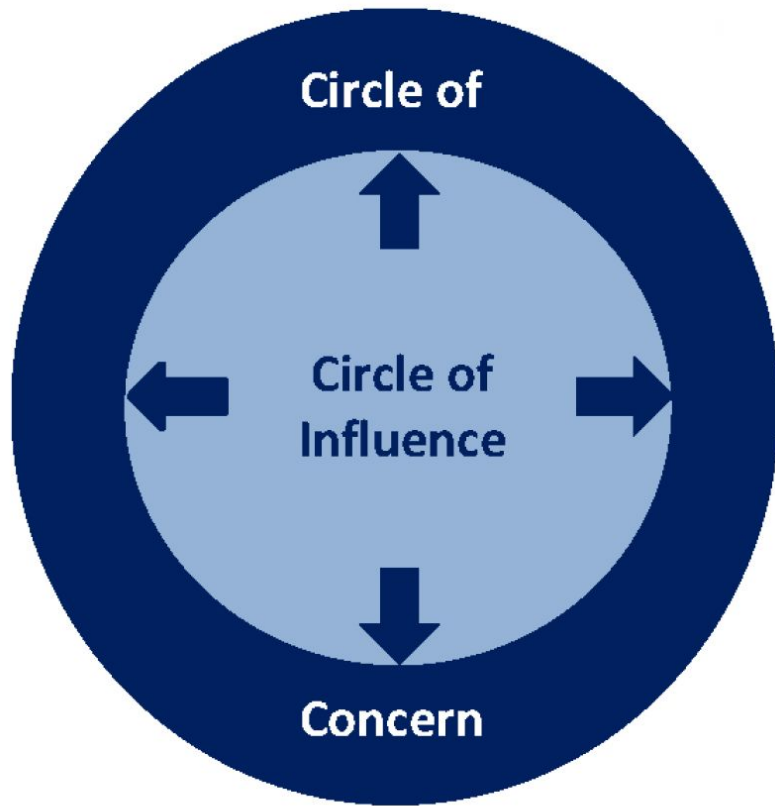
HR: I made a difference!

HR: “I have a critical role In the Pandemic”



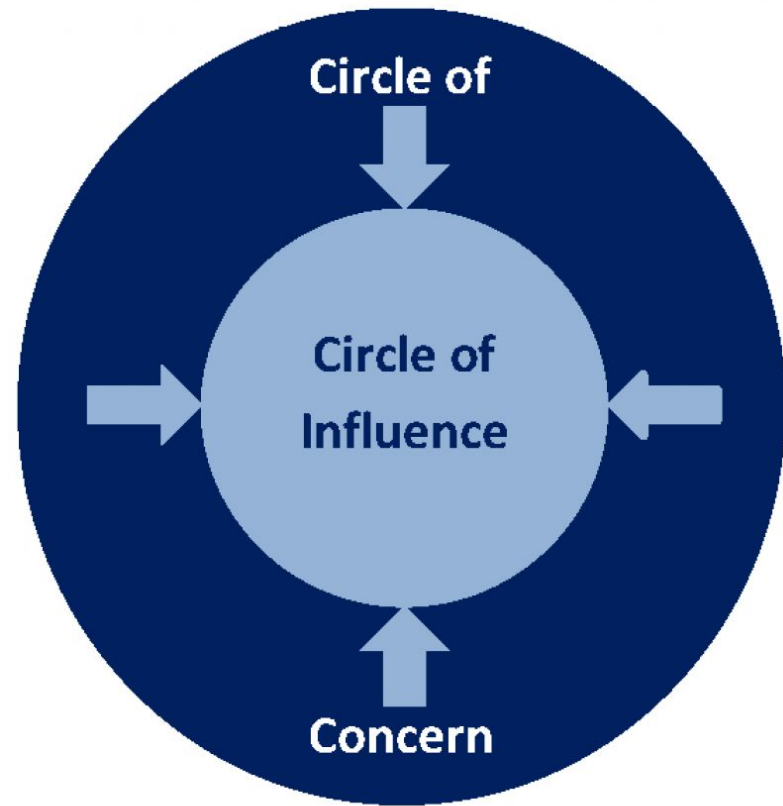
HR: “I will champion the “New Normal”

FOCUS ON YOUR CIRCLE OF INFLUENCE



Proactive Focus

Positive energy enlarges Circle of Influence



Reactive Focus

Negative energy reduces Circle of Influence

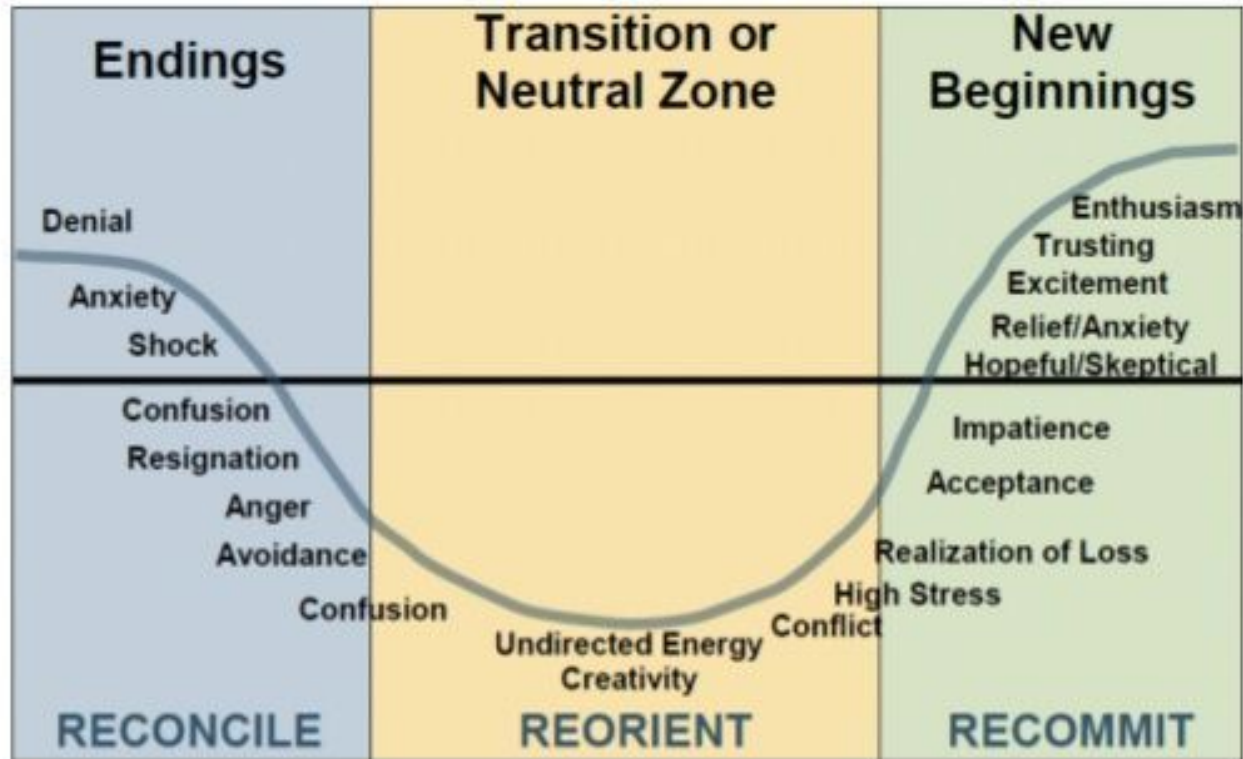


HR CIRCLE OF INFLUENCE

- HR Functions – Recruitment, Training, Communication, Compensation & Benefits, Employee Welfare, Performance Management, Organizational Development, Engagement & Culture
1. In your own function, proactively champion the “New Normal” business processes
 2. Communicate the “Why” to manage the What
 3. Be available. Learn from Setbacks. Stay committed
 4. Recognize early adapters!

Managing Emotions Through Change

Transitions during Change





HR CIRCLE OF INFLUENCE- HR Roles (2BG4C)

1. Business partner
2. Big Brother/Big Sister
3. Guidance counsellor
4. Conscience (Mother/Father)
5. Culture builder
6. Communicator
7. Connector
8. Cheerleader/Engagement Champion



HR CIRCLE OF INFLUENCE

1. **Business partner** – Facilitate org review & definition of “new normal” business process
2. **Guidance counsellor** –be available for consultation, manage emotions, empathize
3. **Big Brother/Big Sister** – show your support, recognize early adapters to the change (pat on the back), coach and guide employees to embrace the “New Normal”
4. **Conscience (Mother/Father)** – Stay committed, provide re-directing feedback, remind people of the “Why” and benefits of change
5. **Communicator** – Over-communicate to address fears, anxiety (use all possible means, informal & formal)



HR CIRCLE OF INFLUENCE

6. **Culture builder** – Create the culture you want to see... Do things in cadence and with regularity to make it “a way of life”; get informal leaders to champion the change with you

7. **Connector** – Be available for consultations, address concerns immediately, open lines and mediate between management and employees

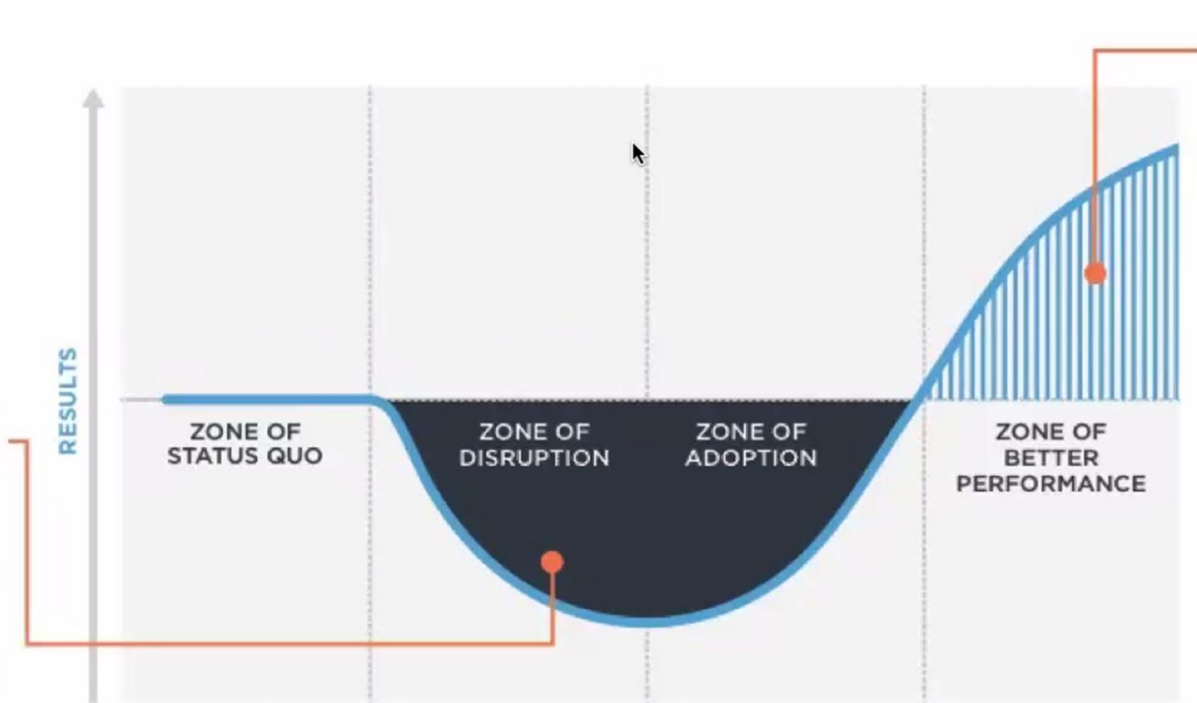
8. **Cheerleader/Engagement Champion** – Use available means to elicit excitement over the change, communicating successful transitions, success stories, holding online general assemblies and employee forum

RESULTS OF Effective Change Management

Accelerating Change

COST OF CHANGE

Time and effort expended by the change and your reaction to it.




BENEFIT OF CHANGE

Your results are better than when the change started.



Final Tips for HR Professionals (B-AWAY)

1. **Be trustworthy.** Be sincere and be true to your word. This will allow you to build relationships easily. Make constant deposits to people's "emotional bank account" (EBA)
2. **Always check your mindset/paradigm.** It makes a lot of difference in your results. It prevents you from being judgmental and negative
3. **Work on yourself first... work on yourself more...**
(*Trust = Character + Competence*)
4. **Always think win-win.** Be connectors and become bridges.
5. **You cannot win them all. Just Focus on your Circle of Influence to win Most of your HR battles**



I am not a
product of my
circumstances. I
am a product of
my decisions.

- Dr. Stephen R. Covey

**Only you can make your role as HR
Relevant and Critical in any organization**