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INTRODUCTION

Human resource management is one of the strategic approaches by the successful use of effective and efficient activities to manage the entire organizational employee to gain organizational competitive advantage. The human resource management team also has several strategic plans for recruiting and selecting new as well as best deserving candidates who will ensure organizational growth and success by working for a longer period in an organization. The human resource management team of the organization will completely assist and help the employee of the organization in the development of their skills as well as capabilities. The human resource management team of the organization is contributing a lot to add value to the employees as well as to improvise the employee capabilities (Strohmeier, 2020).

The below report will successfully evaluate the proper meaning of the HR Professional by using the recent CIPD Profession Map. The report will also include various functions of the Human Resource for making an organization successful. The below report will also involve the evolution of the Human Resource function in KFC.

TASK-1

The term professional is the word which explains about the individual who is a very qualified member of any professional body, who believes in continuously updating their actual knowledge, the one who is competent as well use all its skills very well and regular use them for their betterment. Professionalism can also be understood as the proper use of the knowledge which is very necessary to execute any particular task (Numonjonov, 2020).

HR Professionals are the people who all include vision, norms, values, ideals, systems, habits, and working language which help them in developing as well as in managing the organizational culture. Various skills that have to be learned or developed to be an efficient and effective HR Professionals include; effective time management skills, project management skills, critical thinking skills, great communication skills as well as have the capability in building and managing relations (Kryscynski et al, 2018). HR professionals should completely understand their consumers and successfully develop new services that fulfill their needs and desires and in return meet organizational objectives.

CIPD PROFESSIONAL MAP

The CIPD Professional Map is considered as a tool and interactive set of standards that guide every individual who works as in a human resource team to develop and improvise their work. The main objective of the Profession Map is to encourage shared professional identity all across the organization with everyone who is working in HR and by applying the same standards as well as values. The CIPD Profession Map set standards for HR Professionals across the world; the activities, the knowledge as well as behavior required to be successful (Alsuliman and Elrayah, 2021).

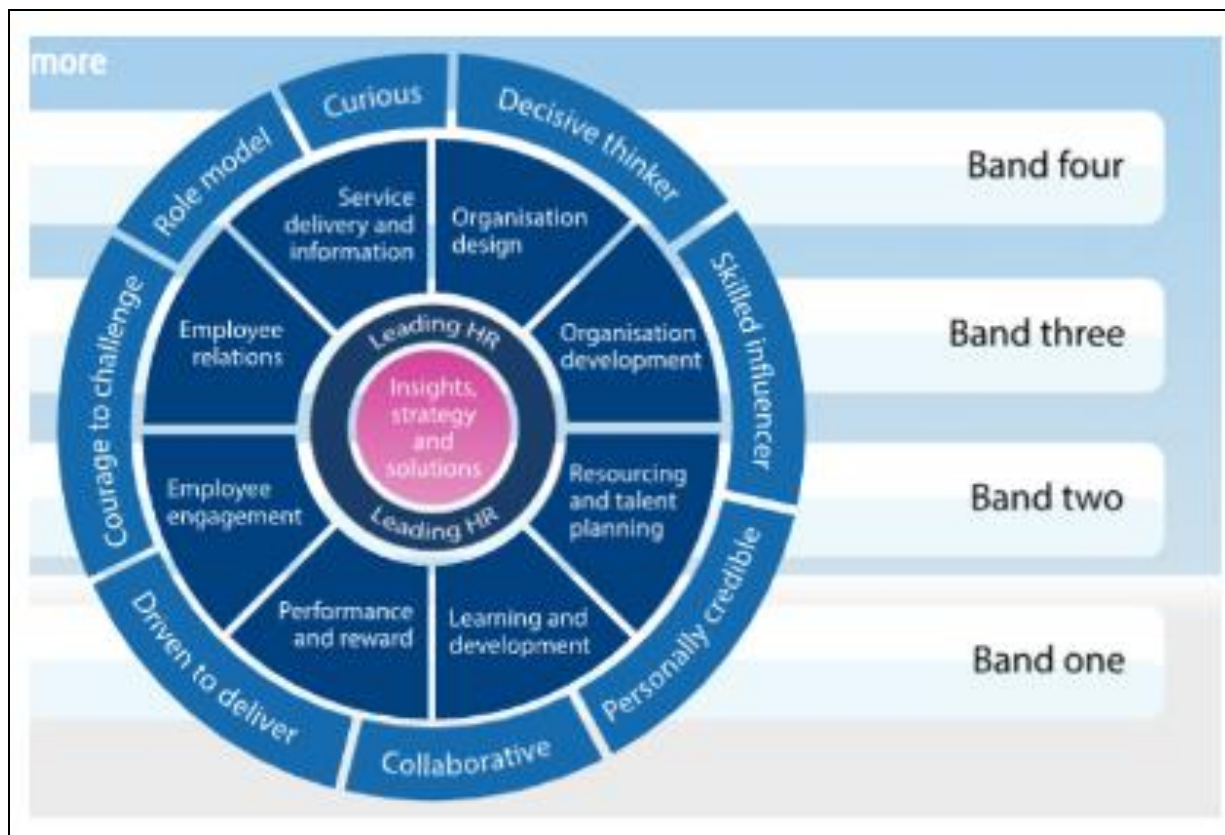


Figure: 1 CIPD Profession Map

The CIPD Profession Map involves the following sections:

Insights, strategy, and Solution: This will help in establishing organizational understanding and will use insights to modify the recently used strategy to fulfill the organizational goal for the long-term use.

Leading HR: It will make a way for HR Professionals by acting as a role model and by helping in advance for the contribution in the HR Field or may in any other department of the organization.

Organization Design: This will make sure that the organization is designed in such a way that it will deliver the maximum effect of the current goals as well as on the future objectives (Alsuliman and Elrayah, 2021).

Organization Development: Organizational development can be successful when the HR Professionals identify capabilities of the organization as well as individuals and then use both in

supporting strategy, process as well as people to develop effectiveness as well as in achieving the organizational aim.

Resourcing as well as Talent Planning: This will make sure that the organization possesses appropriate resources, ability as well as sufficient talent, and effective strategies to achieve organizational objectives now as well as in the future.

Learning and Development: The knowledge, information as well as organizational capabilities will successfully meet the current organizational requirements and will create a learning culture to implant the development of capabilities (Alsuliman and Elrayah, 2021).

Performance and Reward: Proper reward system will help in creating as well in maintaining high culture by properly delivering rewards by recognizing the skills, experience, capabilities as well as behavior of the employee. The HR team should make sure that their reward systems are fair enough as well as cost-effective.

Employee Engagement: HR Professionals have to work to build up a relationship between organizational employees and their work which will help in contributing towards the fulfillment of the organizational objectives.

Employee Relations: Employee relations will make sure that the connection between the employees as well as their organization is managed efficiently as well as effectively by the organizational standards, laws as well as policies.

Service Delivery and Information: This will make sure that the HR Professionals have consumer-focused delivery around the various services in applying processes as well as project management to facilitate efficient as well as effective services.

The use of the CIPD Profession Map will be beneficial for the organization, HR Professionals as well as employees from modifying concentration towards value-based decisions. CIPD Profession Map will fill individuals with confidence and as an HR Professional, the organization is successfully doing everything to make sure that businesses are successful in maintaining high global standards (Alsuliman and Elrayah, 2021).

The recent HR Professionals require skills, knowledge as well as experience to be proved effective for the organization. By the use of Profession Map, the HR Professional will make sure that every individual of the organization knows that what they want to do and how to do which will improve their learning as well as development with time which will ultimately benefit the organization.

TASK-2

Human Resource Management is the team that uses various effective, proficient as well as efficient strategic approaches to tackle, handle and control other employees in an organization to successfully gain a competitive advantage in a business or organization. It's the responsibility of the human resource management team to assist some of the skills as well as certain abilities inside an employee for any specific procedure or task. The human resource management team has always aimed to constantly add new values in the employee which will eventually help in obtaining organizational success as well as the competitive advantage of any organization or business (Cooke et al, 2020).

REVIEW ON HOW HUMAN RESOURCE FUNCTIONS AND HR STRATEGIES IN KFC

The human resource management team of any organization does have several important functions inside an organization. Human resource management does have a very different approach for employee management which will certainly help in achieving organizational competitive advantage by implementing a proper plan for the strategic development (Brewster, 2017). The management team of any organization is responsible for organizational success. Some of the human resource functions include:

- One of the main functions of human resource management is to know about the future needs of the organization and organizational employees and then can plan accordingly. All these needs of the organization are related to the different resources that are available now or can be required in the future.
- The human resource management team is also responsible for attracting several new candidates to their organization and then can select one of the best among all of them (Brewster, 2017).
- The human resource management team is also responsible for the development of some specific skills within the employees that are required in the future for working with the organization and this can be done by proper training. Human resources are considered as

a link between the current working workforce as well as the one which is required in the future.

- The human resource management team also looks towards employee performance and is also important to make sure that every employee will be responsible for organizational productivity.
- The strategic human resource management team also provides significant ways that will involve a resource-based view which is responsible for the uniqueness of the human resource team in gaining stability as well as a competitive advantage (Brewster, 2017). Other aspects of the human resource team include improvement of certain mutual relations between the senior authority as well as the employees as they are assets to the organization and help in gaining competitive advantage by improvising the level of performance of the organization and leading to organizational profitability.

FUNCTIONS OF HUMAN RESOURCE IN KFC

KFC was founded in the year 1952 and become one of the leading food chains in United States. KFC put emphasis on the Yum brand so that it can become successful in the fast-food industry.

RECRUITMENT AND SELECTION IN KFC

Recruitment and selection is one of the most significant operations in Human resource management and is designed to improve the employee strength to successfully gain employer aim and objectives. KFC opt for both internal as well as external recruiting process. KFC opt for the internal recruitment process for the entire management level while external recruitment is opted on rare basis for the management level. KFC also hires its managers as well as supervisors by internal recruitment only. The KFC employees are provided with all the training and development sessions to enhance skills as well knowledge required for the specific position. Internal recruitment is done by two different methods that is by employee referrals and second is word of mouth in which an email is being circulated within the organization and through this wide range of candidates are reached in short time (Anand and Yeung, 2018).

Advantages of Recruitment and Selection

- The organization now gets more skilled and productive employees.
- Reduction in the attrition rate.
- Responsible for creating a pleasant work environment with great employee relations.
- This will result in complete organizational growth and development.
- Proper selection and recruitment procedure results in the increasing success rate as the right candidate will help in organizational growth and development time (Anand and Yeung, 2018).

PLANNING

Human resource planning is referred to as the continuous procedure for having organized planning to acquire the most advantageous use of an organizational most significant asset that is best quality employees. Human resource planning always makes sure about what fits best in between the organizational employee as well as their job responsibility while evading any kind of shortage of the employee or organizational manpower. The four basic steps involved in Human resource planning are analysis of present employee, estimating employee required, maintenance of balance between labor demands as well as the supply, and support to the organizational objectives (Gholami, 2017). Human resource planning is a significant venture for any business as it will be responsible for gaining organizational profit and productivity.

Human resource planning is a strategic approach that is used by the organization to maintain the stability of skilled laborers by avoiding any kind of employee shortage in the industry. Human resource planning has to be sufficiently bendable to meet the organizational short-term challenges by proper adaptation of any kind of environmental challenges (Gholami, 2017).

Challenges of Human Resource Planning

Some of the challenges of human resource planning include constantly change in forces, unhealthy employees, getting promotions, or going for a vacation. To overcome all these challenges and to satisfy the organizational objective, the human resource manager has to plan accordingly, that include;

- To identify and to attract talented and skilled employees toward the organization
- To successfully select the best deserving candidate, have proper training of the employee as well to have a proper reward system.
- Deal with the conflicts as well as absences.
- Have proper promotion of deserving employees (Gholami, 2017).

Human resource planning is significant for the organization as it allows maintaining business growth and to mark the best kind of talent. Human resource planning will also allow the senior members to train better and to develop various skills required by the organizational employees.

EVOLUTION OF HUMAN RESOURCE FUNCTIONS IN KFC

To be responsive to local as well as global business and human capital challenges, KFC uses certain new frameworks to produce and sustain employability as well as to speed up organizational growth. KFC is a large one of the largest multinational organization that deals in consumer goods services and is headquartered in United States; react towards local as well as a global business due to the force of market to shape the organizational competitive landscape. The topmost priority of KFC is to speed up the organizational growth which can be done by attracting and retaining the best as well as different talent. Key elements of HR involve same selection process all across the world, proper training and development sessions globally, to deliver best quality of their product, consumer satisfactions, etc. (Puleka et al, 2018).

Identifies and Advances High Performing Staff

As per the research conducted by KFC, they are now focusing on the proper development of the skills to identify as well as to improvise high-performance staff for the organization as they are now looking different ways to develop their own staff which will in return help in organizational growth. KFC is now looking for the platforms for making fearless decisions to make them grow and make their own decisions wherever necessary. KFC is now focusing on advancement of the staff members where all the staff members have desires to bring out productive output. Regular acknowledgement from the manager and other senior authorities will force staff to do better, create new ideas as well as in creating various other ways in order to help the business (Puleka et al, 2018).

Resolving disputes and/or Negotiating Pay and Benefits

The human resource team of the KFC Corporation uses different tools such as Mediation, Litigation as well as Arbitration for resolving their conflicts. By using Mediating tool, KFC promotes relationship as well as teamwork responses to the KFC human resource management team. By facilitating human resource management, KFC can successfully reduce aggressiveness and to maintain recent relations to keep away from any kind of uncertainty. Conviction allows do have the agreement that will meet the needs of the people and will create win-win situation (Puleka et al, 2018). By using arbitration, they can send volunteers and by using litigation it can have all the formal evidence, procedures as well as structures

CONCLUSION

The above report successfully illustrates that human resource management does have a very different approach for employee management which will certainly help in achieving organizational competitive advantage by implementing a proper plan for strategic development. The management team of any organization is responsible for organizational success. The above report has successfully evaluated the proper meaning of the HR Professional by using the recent CIPD Profession Map. The report has also included various functions of the Human Resource for making an organization successful. The above report has also involved the evolution of the Human Resource function in KFC organization.

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