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Assignment 1

Individual presentation

Programme : BA Business Management (BABM)
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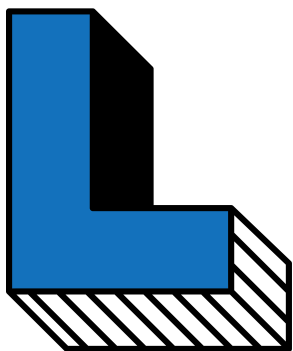
TASK

Make a case in favour of flexible working concerning diversity and inclusion at work and analyse the role of Human Resources in promoting diversity and inclusion through flexible working

■ ■ ■ INTRODUCTION ■ ■ ■

The purpose of this presentation is to discuss how H&M can promote diversity and inclusion in the workplace through flexible working.

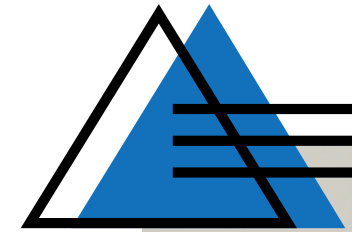
We will also discuss how Human Resources can impact these two aspects of the business.

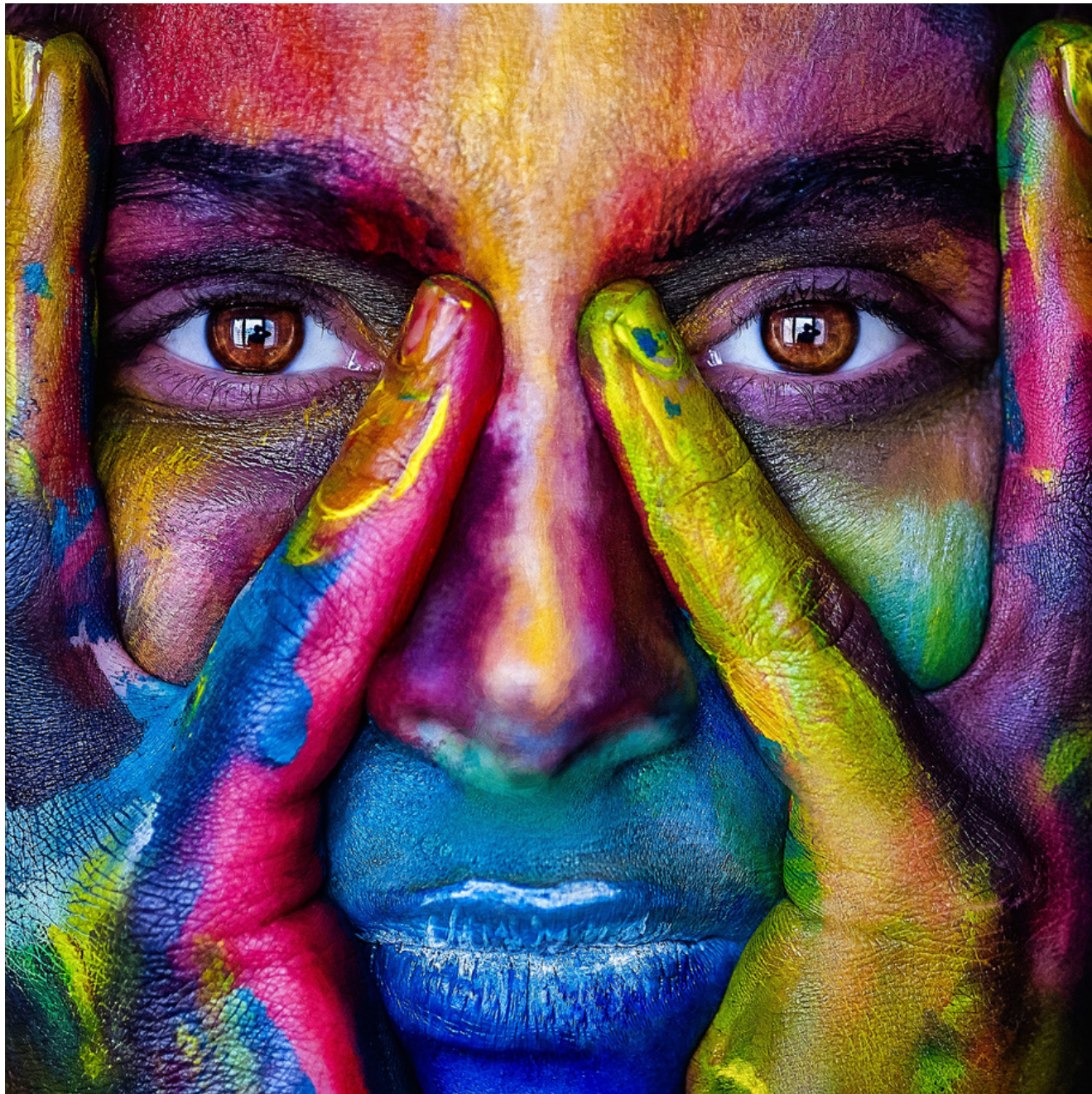




BUSINESS PROFILE

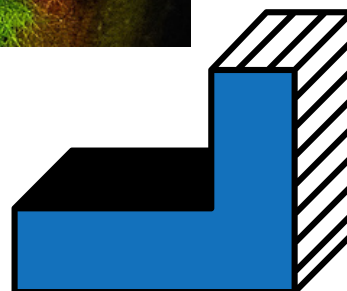
- H&M is part of H&M Group - a collection of fashion companies
- H&M is a Swedish fashion brand founded in 1947, originally known as Hennes & Mauritz.
- Nowadays is an international brand that develop apparel with low-cost premises.
- The brand is build on respect for every individual with a firm belief in their people.





DIVERSITY, INCLUSION AND EQUALITY

- Diversity is about empowering individual by recognising and embracing their differences. (Allan *et al.*, 2008)
- Inclusion is represented by a mix of people that feel comfortable and confirmed by themselves.
- Equality in the workplace entails equal employment possibilities and treating workers fairly.



According to Sundar Pichi, CEO of Google, a healthy combination of the above mentioned "leads to better discussions, decisions, and outcomes for every person" .

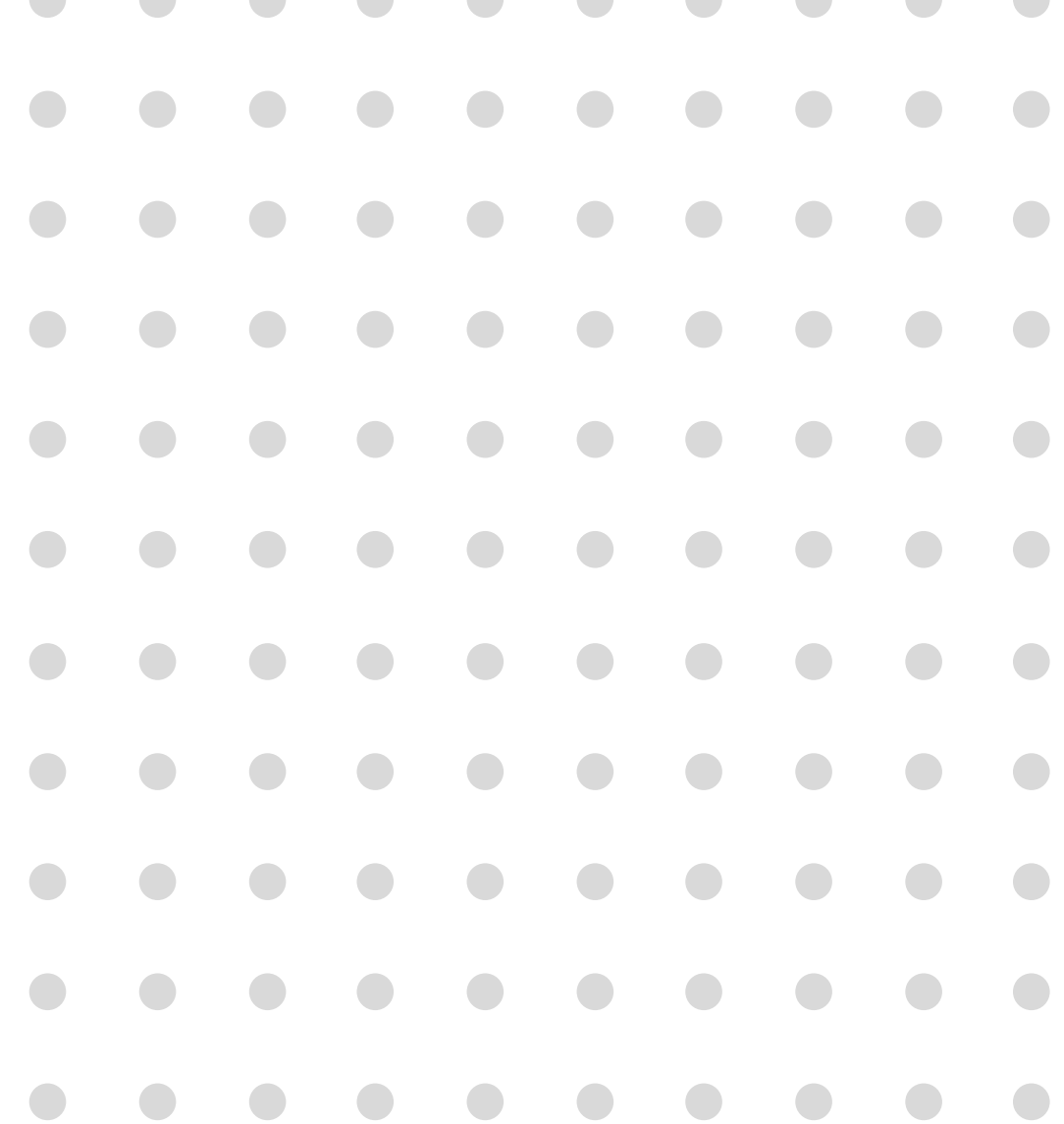


- 75% of organisations have diversity programmes
- 70% of the first 1000 Forbes Companies feel that they are attracting diverse personnel
- Only 11% of the above understand what diversity is

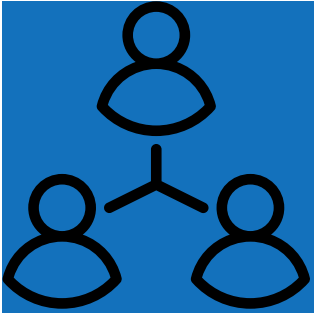
(Forbes Insights Research on Global Diversity and Inclusion)

Flexible working

- Flexible working is a style of working that accommodates an employee's demand, such as having adjustable start and finish times or working from home
- As times are changing there is less of a necessity of being in the office daily
- Meetings can be held over Microsoft Teams or Zoom

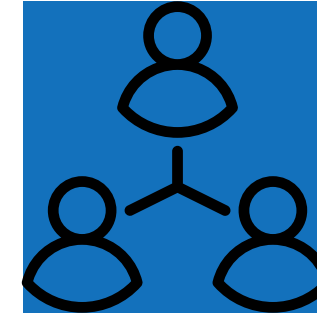


Benefits of flexible work



FOR THE INDIVIDUAL

- Better work-life balance
- Less time commuting
- Saving on travel cost
- Positive impact on mental health and wellbeing
- Greater levels of autonomy and sense of being trusted



FOR THE ORGANISATION

- Higher levels of employee satisfaction
- Increased productivity levels
- Improved retention
- Reduced absence rates
- Attracting a more diverse talent pool
- Cost efficiency – reduced office spaces, reduced travel cost
- Increased flexibility for clients and customers



HR in Recruiting

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- 
- H&M group employs enormous amounts of people for different locations and jobs.
 - One duty of HR is to create an atmosphere where all workers feel respected and included.
 - Better candidates can be attracted by positions with the help of an effective hiring strategy.
 - More than ever candidates are increasingly turning down employment opportunities at businesses that lack a robust diversity and inclusion policy.

WHY SHOULD H&M CHOOSE FLEXIBLE WORK?

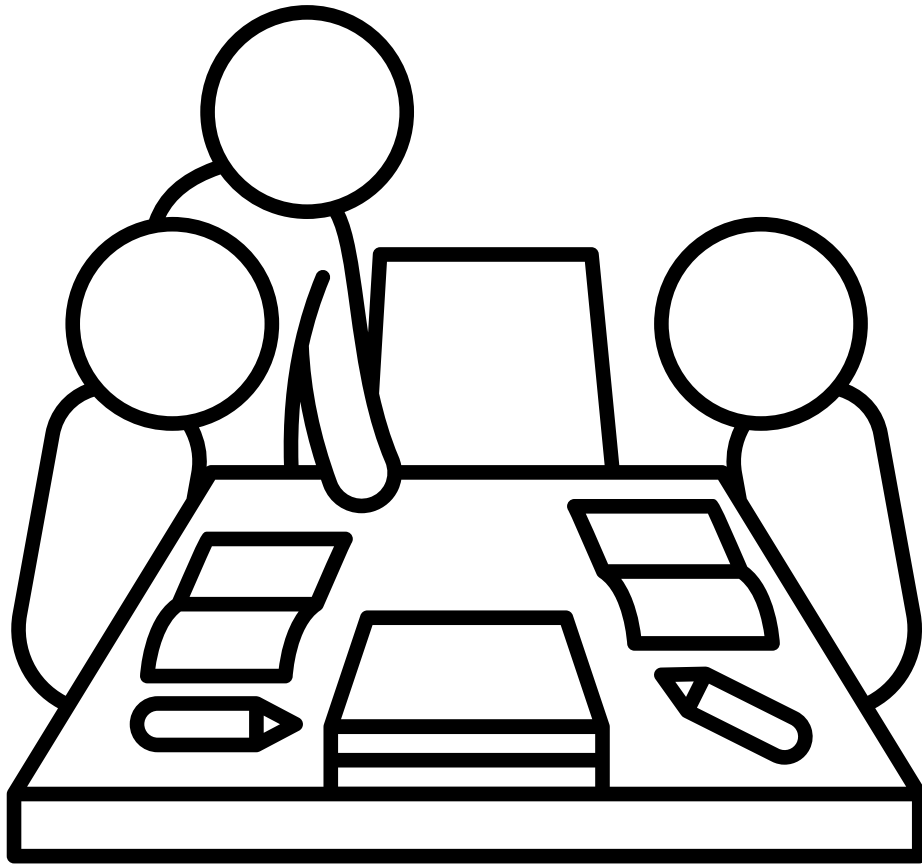
- Flexible work offers great possibilities of collaborating with talented individuals that might happen to be too far to be able to work in the office but can still bring great parts to the company – marketing officers, photographers, models or project managers for example
- The world is in constant change and this is a current trend that is changing the world
- Offers a broader variety of candidates and creates desirability of working in the company
- Is shown to improve the overall well-fare of employees
- As the employees can work from their own spaces they will do more towards their tasks



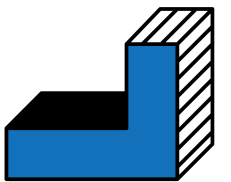
Following the COVID-19 pandemic
the work stigma has changed

BIG YES!

CONCLUSION



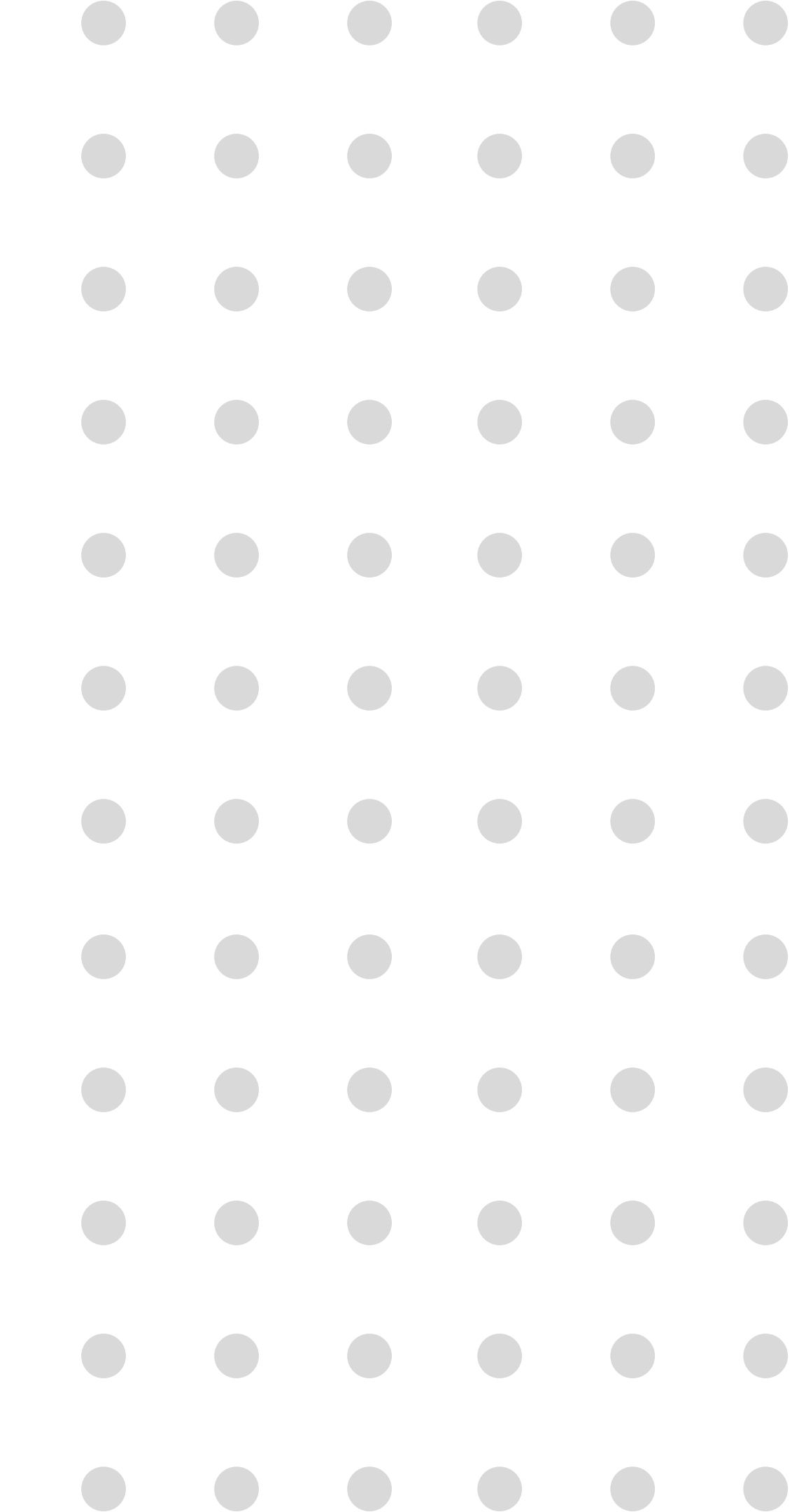
The purpose of this presentation was to explain why our chosen company - H&M - should choose to adopt a flexible work policy. It is proven that it offers great benefits to both the employee and the employer and is even shown that companies that have a high rate of flexibility have a higher overall performance and achieve their targets better. Also, as people are more conscious of the benefits they require from a job, the unavailability of flexible working can be a turnover.



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THANKS FOR LISTENING!