

Managing People in Organisations

Assignment Title: TED Talk-Style Video Presentation

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Link to the presentation:

Presentation HR Technology for Competitive Advantage

Script:

SLIDE 1

If we tried to double the number of properties we own tomorrow, our HR system would break down before the business does.

Today, I'll show you how HR technology can change Lions Property Management from a loose, reactive system into a structured, scalable, and competitive organisation.

SLIDE 2

Currently, HR practices in the organisation are informal and manual.

Performance is tracked through basic checks, and engagement relies on informal communication tools like WhatsApp and email.

While this worked at a small scale, it is no longer sustainable as the company grows.

This creates inefficiencies, inconsistency, and ultimately limits scalability.

SLIDE 3

Lions Property Management operates in the property management and property investing sectors using a rent-to-rent model (Lions Property Management, 2026).

The business is expanding its portfolio and workforce, while operating in a highly regulated environment, particularly in relation to housing standards and compliance (HM Government, 2026).

This means that service quality and employee performance are critical to overall business success.

SLIDE 4

This report identified two key HR priority areas.

First, employee performance management is inconsistent and reactive, which reduces effectiveness and organisational outcomes (Aguinis, 2024).

Second, employee engagement, which remains unstructured and largely transactional.

According to Armstrong's Handbook of Human Resource Management Practice (Armstrong and Taylor, 2023), both directly affect productivity, service quality, and tenant satisfaction, which are key drivers of performance in service-based industries.

SLIDE 5

The company works in a tough environment.

The housing insight report from last year tells us that there are more rules, especially for HMOs, tenants have higher expectations, and there is a lot of competition in the property market (Propertymark, 2025).

This means that Lions Property Management has to provide consistent, high-quality service to a lot of people.

These pressures are also changing how HRM is done in the organisation's two most important areas.

In performance management, new technologies like real-time tracking and digital scheduling are replacing informal supervision with systems that are more organised and can be measured.

On the other hand, feedback platforms and communication tools are making engagement more consistent instead of it being reactive.

So, technology isn't just reacting to the way businesses work. It is changing how performance and engagement are handled on a daily basis.

SLIDE 6

HR is going through a lot of changes.

Companies are moving away from reactive and manual HR practices toward more strategic and data-driven ones.

Global Human Capital Trends Research from 2025 explains that technology makes it possible to automate tasks, analyse data, and make better decisions (Deloitte, 2025).

It's making HR more than just a support function; it's making it a strategic function.

But research also shows where it falls short.

Marler and Boudreau, for instance, say that HR analytics help people make better decisions, but how well it works depends a lot on the quality and interpretation of the data (Marler and Boudreau, 2017).

Bondarouk and Brewster also stress that technology alone does not add value. It's impact depends on how well it is implemented within the organisation (Bondarouk and Brewster, 2016).

SLIDE 7

HR technology has an impact on environment inside and outside of the company.

It makes things better internally by improving structure, decision-making, and workforce planning.

In the 2023 People Profession Survey, we learned that it helps companies with employee shortages and their changing expectations from the outside, especially in competitive labour markets (Chartered Institute of Personnel and Development, 2023).

In this case, the small size of the organisation makes it flexible, but it also makes it harder to grow.

External factors like lack of staff and high digital expectations are also pushing the company to use more structured systems (CIPD, 2024).

This makes it hard to find a balance between keeping things flexible and putting in place formal control systems.

SLIDE 8

Technological tools can be used to increase employee engagement.

Officevibe is an example of one tool that makes communication possible and allows workers to have a say in what is happening within the organisation.

As explained by research, this results in higher levels of motivation and increased performance Gallup (2026a).

According to Kahn, there must be psychological safety and meaningfulness in order for engagement to take place (Kahn, 1990).

Technology may help with communication, but it cannot replace face-to-face interaction. It is still essential for genuine engagement.

SLIDE 9

But there are also certain risks involved.

Over monitoring decreases employee trust.

The use of technology can decrease human interaction.

Privacy issues are on the rise now too.

Studies by Wood and colleagues show that over reliance on monitoring employees digitally may decrease their autonomy and destroy the relationship of trust between them and the employer (Wood et al., 2019).

It reveals the major contradiction. The technology intended to enhance productivity may, on the contrary, decrease it if used incorrectly.

There is, so to speak, an issue of the productivity paradox when it comes to HR technology.

So, the same technology that increases productivity in the short term may reduce it in the long term by lowering engagement.

SLIDE 10

In addition to that, there are certain ethical issues too.

The algorithm can cause bias while making decisions.

Data has to be processed under GDPR guidelines.

There is also a possibility of over-reliance on automation that will eventually hamper human judgement.

Finally, people may become resistant to the change since the use of technology would seem like surveillance to them.

In the journal called: 'Human resource management and employee well-being: Towards a new analytic framework' we learn that trust and fairness are critical for effective HR systems (Guest, 2017).

This means implementation must be people-focused.

SLIDE 11

Firstly, Deputy is recommended.

It offers features such as schedule management, time tracking, and live performance data (Deputy, 2026).

Such tools will enhance accountability, minimise errors, and allow scaling.

More importantly, it directly addresses the organisation's current challenges.

By replacing manual tracking with real-time data, it removes the need for visual checks and reduces errors in performance monitoring.

It also reduces the organisation's reliance on the CEO for oversight, allowing management to focus on more strategic activities.

And by regulating scheduling and performance tracking across properties, it improves consistency in service delivery, which is critical in the HMO sector.

SLIDE 12

Secondly, Officevibe is recommended.

It offers features for feedback and engagement metrics (Workload, 2026).

Various studies have established that feedback and communication are vital determinants of engagement and performance (Saks, 2006).

Communication, job satisfaction, and staff retention are all enhanced as a result.

Even more so, the recommendation directly addresses the current engagement problems that are experienced within the organisation.

Through the implementation of an organised process of feedback, it substitutes the traditional way of communicating in terms of messaging platforms such as WhatsApp. It also provides a channel for regular feedback from employees instead of engaging in discussions only when there are issues to talk about. It allows managers to gain insight into their employees attitudes before it is too late.

SLIDE 13

Both softwares offer a competitive advantage because of its ability to provide consistent services and a better experience for employees.

When compared to small organisations where there are informal HR operations, the use of an actual technology will help in scaling up and competing with large organisations.

The difference made here is the fact that now the HR technology is just operational. It becomes strategic in nature.

Again according to the handbook of human resource management practice by Armstrong, organisational practices that are strategically aligned stand a chance of gaining competitive advantage on the market (Armstrong and Taylor, 2023).

Early adoption of HR technology makes it harder for competing companies to copy.

SLIDE 14

For successful implementation, the firm needs to:

Introduce both tools progressively,

Communicate effectively to the employees, and present the technology as assistance, not spying on them.

In order to ensure sustainable success, the organisation needs to adopt a phased implementation process along with developing HR competencies, not only technologies.

According to Global Human Capital Trends research, competitive advantage is based on the combination of technologies with human and organisational competencies, and not solely on systems (Deloitte, 2025).

SLIDE 15

Organisations that treat HR technology as a system for control will struggle.

Those that use it to empower employees will outperform.

Because HR technology is not just a solution.

It's the foundation for how Lions Property Management will grow, compete, and succeed.

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