

Managing People

Assignment 1

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Executive Summary

The report described a brief overview of Aldi. The report explained HR professionals with reference to CIPD professional map. It examined core behavior, core knowledge, and specialist knowledge of HR that is required in the organization. The report has identified the organizational objectives with resourcing activities. The report examined that HRs in Aldi gives an appropriate project to employees so that they can complete it efficiently. The report has examined several HR functions delivered by the company like planning, recruiting, staffing, development, compensation, safety or health, employee, or labor relation. The report showed that the process of developing a workforce in the organization involves greater integration of learning, development, relationship, and operation.

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Introduction

The report explains HR professionals with reference to CIPD professional map. It examines core behavior, core knowledge, and specialist knowledge of HR that is required in the organization. The report identifies the organizational objectives with resourcing activities. The report examines several HR functions delivered by a company like planning, recruiting, staffing, development, compensation, safety or health, employee, or labor relation.

Company Overview (Aldi)

Aldi is a supermarket company that serves in the wholesale and retail industry. This company was founded on 10 July 1946. It's headquarter is located in Essen, Germany. Karl and Theo Albrecht have founded this company. The company mainly serves household essentials and groceries. The net revenue earned by the company in the year 2020 is €53 billion. The company has more than 2500 stores worldwide. More than 60,000 employees are working in this company. The company aims to provide regularly used products to customers at a low price and better quality. Consistency, reliability, responsibility, and simplicity are the core values of the company. The major competitors of Aldi in the market are Walmart, Lidl, Tesco, and Kaufland.

Task: 1 Briefing statement related to HR professional with reference to current CIPD Professional Map

Human resources are the people who are mainly responsible to find, screen, recruit, and train job applicants. Human resources play a very important role in helping businesses to deal with fast-changing environments and meet the quality demand of employees (Gedro, 2017). An HR professional in a business organization performs activities like recruiting, interviewing, and placing employees. HR professionals also handle employee payroll benefits, training, and employee relations. An HR professional also ensures that all employees in the business organization comply with business policies.

The CIPD professional map is defined as the interactive set of some standards that help in guiding the people who work in human resources to develop and improve the world of work. Through the CIPD professional map, several standards for HR professionals are set like activities, knowledge, skills, and behaviors (Emmott, 2016). HR professional with reference to CIPD works with the people to help the organization in delivering corporate strategies or objectives by effectively selecting, developing, and managing workers and their performance. The CIPD professional map covers all the technical elements of professional competence related to the HR professional. HR professionals diagnose greater areas of success and improvement. CIPD professional map is mainly designed for guiding work, making a career plan, and developing human resources.

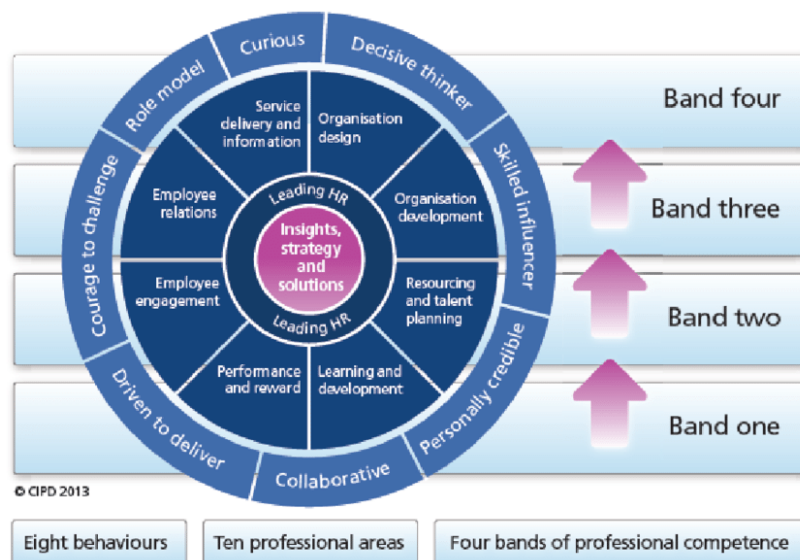


Figure 1 CIPD professional map (Emmott, 2016)

Core Behavior of HR professional

The core behavior that all HR professional need to have in the business organization is transparency, trustworthiness, purpose-oriented, solution-oriented, technology savvy, versatility, and adaptability.

HR professionals in the organization need to deal with sensitive issues like benefits, pay, and personal challenges affecting work and organizational policies. HR needs to have exceptional listening skills and maintain confidence in the organization. HR professionals also need to have purpose-oriented behavior in terms of actions and words (Seijts et al., 2017). HR professionals align the purpose of business with an individual purpose to attain a collective goal. Today now during the time businesses are suffering from Covid-19 pandemic challenges so now it has become essential for HR professionals to develop the ability to use cloud software for instant messaging, sharing a digital workspace, virtual hubs, and video interviews. HR professionals need to become excellent negotiators so that they can satisfy all parties by managing the problems of workers.

Core knowledge of HR professional

The core knowledge that HR professionals need to have are digital working, culture, behavior, business acumen, change, and analytics. HR professionals need to effectively understand the range of practice of workers to become an effective professional. HR also needs to understand the behavior of people and develop an absolute organizational culture. HR professionals must have business acumen knowledge which is the largest area on the professional map. Each standard of business acumen goes through foundation level, associate level, or chartered member level and at last chartered fellow level. HR professionals also need to develop analytics knowledge and then use it in measuring value and creating insight. They need to develop digital knowledge to improve productivity and make the work more collaborative (Kryscynski et al., 2018). There are continuous changes that take place in the economy due to certain uncertainties like modernizing the office, going digital, and flexible working to transform employee morale and improve customer service.

Specialist knowledge of HR professional

The specialist knowledge that HR professionals need to develop is employee experience, employee relation, reward, resourcing, talent management, people analytics, diversity, inclusion, and organizational development. HR professionals must create a good working

environment to improve the experience of workers. HR professionals need to align organizational values with people's experience to improve their relationship with them. To make the employees flourish and fulfill organizational responsibilities, HR professionals need to follow legislative and compliance requirements. They need to make sure that all workers have knowledge, experience, and skills to fulfill a business ambition and need. HR professionals collect data or information to guide decision making. They identify, attract, and assess to hire the right workers for the organization. Based on the future organizational needs and market situation, HR professionals also create benefits and remuneration for all workers (Priyadarshini, 2020). By identifying talent, engaging workers, and planning, HR professionals maximize the potential of employees.

Task: 2 Organizational objectives within resourcing activities that HR function is responsible for delivering

Organizational objectives play a very important role in developing business policies and allocating resources. The resourcing activities of HR in the organization are planning, recruiting, staffing, development, compensation, safety or health, employee, or labor relation. Numbers of resourcing activities are followed by HR professionals in the organization that govern releasing and retaining employees from employment (Platanou and Mäkelä, 2016). The process of developing a workforce in the organization involves greater integration of learning, development, relationship, and operation. Aldi is a supermarket company that serves in the wholesale and retail industry in which more than 60,000 are employed worldwide. Following are the major resourcing activities that are undertaken by HR professionals in Aldi:

Planning: HR in the company aims to prioritize long term planning for business growth. For instance, HR professionals cater strategies of recruitment based on the talent that company needs. The planning activities of HR play a very important part in other functions like performance management, employee onboarding, and succession planning (Davila and Pina-Ramirez, 2018). HR in Aldi makes plans aligned with the decision of the company. If HRs in Aldi wants to be successful with planning then they need to collaborate harmoniously with other departments of the company like sales or marketing. By fostering a greater relationship with the sales or marketing department, HR can gain insight related to data, performance metrics, and analytics for shaping business planning strategies. With good planning, HR in a company can increase profitability and productivity. HR make business plan related to

finding employees, attract skilled candidates, select, train or reward best candidates, cope up with deal and absences with conflicts, and promote employees. Effective planning can help a company in assessing future personnel needs, cope up with change, and reduce employee turnover. With planning activities, HRs can define the objectives of the company, determine human resource needs, create a proper working environment, and adjust demand or supply.

Recruitment: This function of HR in the company aims to hire ideal talent that can full organizational goals. Recruiters in Aldi aim to attract superior candidates to carry out business responsibilities effectively. Also, HR in the company matches the experience or personality of candidates with the business values. Recruitments are considered as the process to captivate, screen, and select potential candidates based on the job profile. With this activity, HR in Aldi aims to attract qualified candidates (Bogatova, 2017). HR's also forecast the need for employees in the company and execute staffing plan before the recruitment process. The major steps that are taken by HR in recruiting employees are planning, strategy development, searching, screening, evaluating, and control. Recruitment is a very important activity for a company that can help it in reducing mistakes related to engaging unmotivated, incompetent, and underqualified workers. HR in the company also needs to collaborate with the marketing department for crafting an alluring recruitment campaign.

Selection: This is related to the process of choosing a qualified candidate who can effectively deliver a greater contribution to the company. HRs in Aldi selects workers based on the job analysis. The process of selection in the company is related to shortlisting the right personnel with the necessary skills and knowledge for fulfilling organizational vacancies. The selection process that is followed by HR in Aldi is announcing the job opening, reviewing the application, screening people, interviewing, or the final selection, testing, and then offering. Selection helps the company in reducing a lot of effort and time. It also helps Aldi in avoiding biases while hiring a suitable workforce (Kaplan et al., 2018). In the selection process, HR in Aldi can eliminate those workers who lack proficiency, knowledge, and ability.

Training and development: Training and developing employees is an important resourcing activity in the organization. The success of a business organization mainly depends on training employees to enhance growth and development opportunities for them within the business. HR in Aldi makes sure the new employees have adequate skills and knowledge to carry out the task effectively (Fletcher et al., 2018). Training and developing activity in the

company can help in boosting the overall efficiency and productivity of employees. With the help of training and development, HR in Aldi aims to enhance the skills of employees so that they can adapt to newer technologies. Training of employees in the company is regarded as the mandatory procedure so that workers can effectively understand business expectations, operations, and goals and then align it with the business objectives. By providing growth and development opportunities to workers, Aldi can become a healthy organization.

Compensation: This activity forms a very important basis for motivating employees in the company. HR in Aldi formulates effective and attractive benefits or packages to attract more personnel without affecting company finance. The major objective behind compensation and benefit in the company lies in establishing equitable and fair remuneration for workers. Benefits and compensation are used by HR in Aldi to boost employee productivity as well as maintain a better public image (Kadir et al., 2019). The major function of the HR department in a company is to lay down clear guidelines or policies to ensure effective implementation. This helps Aldi in creating equality and building transparency among workers and managers. The satisfaction level of employees in the company is directly related to the benefit and compensation that they receive. To attract new talent and retain existing employees, Aldi designs attractive benefits and compensation that in turn helps in driving business performance. The HR professionals in the company need to constantly monitor the salary benchmarks in the industry and then match standards for easy compensation deliverables and faster processes.

Health and safety regulations: All employers in the business organization need to effectively follow health or safety regulations. Through labor laws, authorities insist employers provide essential information, supplies, training, and PPR to the workers to ensure their health and safety. Aldi effectively integrates health or safety regulations with the culture and procedure of the company for ensuring employees' safety. HR in Aldi spends most of the time at work for bringing a safe environment for the workers that is guarded and amicable to the organization (Wyganowska et al., 2018). Aldi needs to consider health and safety policies related to industry benchmarks and sexual harassment of women employees. HR also needs to provide health initiate and training to employees within premises. The major initiative in which HR professionals of Aldi can engage is paid medical insurance policies, free health camps for employees and their families to ensure health and safety.

Employee or management relation: The relationship in the organization is based on two aspects that are managerial and labor relations. Managerial relations are related to the

relationship with several processes in the organization and a labor relation is related to the relationship between the company and workforce. Through management relationship, the amount of work that needs to be completed in a particular time or day is given and also it states the way to mobilize the workforce for attaining objectives. HRs in Aldi gives an appropriate project to employees so that they can complete it efficiently. At the same time, HRs also entails managing the work schedules of personnel to ensure continued productivity levels. HR in a company must handle such relationship for maintaining productivity and efficiency. To maintain a harmonious relationship with workers at the workplace is essential for the company. In a business organization, several employees work together for attaining a single objective but individually all the differences in some characteristics or attitudes. HR in Aldi needs to observe the communication gap among members. HRs also provides proper policies, regulations, and rules related to labor relation for effectively carrying out a business operation (Chaubey et al., 2017). When all employees in the company are aware of the policies, regulations, and rules related to labor relations then it can help in creating a harmonious or cordial work environment. With the calm and structured work atmosphere, HR can improve the performance of workers and attain higher targets.

Conclusion

The report concluded CIPD professional map help in guiding the people who work in human resources. It examined core behavior, core knowledge, and specialist knowledge of HR that is required in the organization. The report has examined that HR professional in the organization needs to deal with sensitive issues like benefits, pay, and personal challenges affecting work and organizational policies. The report has identified the organizational objectives with resourcing activities. The report has examined several HR functions delivered by the company like planning, recruiting, staffing, development, compensation, safety or health, employee, or labor relation.

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