

WELLA PROFESSIONAL

Semra Sadul
Student ID: 1909207

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INTRODUCTION

Managing and retaining people in the organisation is a very detailed and engrossing task in any organisation where the role of HR is eminent and plays a key role (Chams and García-Blandón, 2019). Wella Professionals is an international company that mainly deals with the hair care products and has its headquarters established in Germany. In the current report, an analysis is made on the necessary skills of HR professionals and their CIPD professional map will also be presented. Further, the report will also identify the organisational objectives that HR functions have to achieve. Then, the evolution of these objectives will be analysed and discussed accordingly.

MAIN BODY

TASK 1

Evaluation of HR professional

Human resource is a very important department in an organization which is going to help the company be able to operate effectively in the market. There are a lot of roles and responsibility which they need to serve in the market so that there is going to be higher performance of the company. The businesses in the market are having high competition which is why balancing the internal factors is very essential for the organization to have which is going to make the performance and brand value in the market increase. HR professional need to take care of all the employees working as well as hire the right people in the company so that the operations and functioning of the organization is going to be intact (McMullen and et.al., 2020). HR professionals need to have the right knowledge and skills in order to be able to take the right decisions and measures at the right time so that the company will be able to functioning effectively. Designing of the decisions and strategies must be according to the employees of the company so that the company will be able to give in their best and competing with the competitors is going to be effective in nature. Professionals have a lot of experience of the market which is why they would be able to put in their best and also make the organization be able to have higher reputation and standards for themselves.

Behaviour of the employees would different from one another which also need to be controlled so that the organization is going to have higher internal factor. Employees need to be

engaged in the organization all the time and their trust must be gained in the company as well. HR professionals make sure that they are providing the best of safety and healthy environment to the workforce so that they would be able to give in their personal best. Professional think of designs for the strategies and planning so that they can help the organization to be able to develop overall which is going to make the company not just have stability in the market but also be able to functioning better than before (Hedberg and et.al., 2018). Employees hired are going to be talented and skilled as well in a business who have to be maintained and told what has to be done and when so that the organization will be able to operate effectively and efficiently in the market. There are a lot of objectives and targets which businesses have for themselves in the market and they need to be well maintained so that the company will be able to gain the reputation and brand value in the market making the company have higher performance. HR professionals are going to be focused on the employees so that they can help the management be able to make the right decisions and making the company be able to gain a higher performing level in the market for a long run.

TASK 2

HR Organisational objectives within resourcing activities

Human Resource department in any organisation is of prominent importance as it helps in maintaining work professionals and also gain the insight that is necessary to develop a strong and motivated work force in any given organisation. Almost all the organisations require integration of HR practices and attributes which can help in the increase in the flexibility and comfort of the different business activities and attributes so that decisions can be taken accordingly (Guest, 2017). In Wella Professionals as well, it is necessary to attract the intelligent and smart professionals who are able to return more to the company and this can be done in following manner by compliance or analysis of three main aspects:

- **Planning:** The planning objective of the HR function pertains to the fact that it is the duty of HR to regularly evaluate either surplus of the employees or shortage of them in order to understand that whether there are properly skilled employees available for addressing the requirements of different job roles. There are mainly four key attributes that are associated with the planning aspect in HR i.e. analysis of the existing workforce demand

and supply in organisation, ensuring that the requirement of different job roles is being met or not, understanding the future requirement of the labour i.e. workforce in organisation and analysing that whether organisational goals are being achieved or not. HR deals with the task of ensuring that practice of best fit is implemented in the company i.e. the most suitable and qualified personnel should be employed for the completion of job in which they are experts (John and Taylor, 2016). This aspect helps in ensuring that the optimum utilisation of the soft skills that are available amongst the existing employees so that the maximum output and contribution can be done towards the achievement of the organisational goals that have been developed. This attribute therefore contributes in the analysis of existing and future requirements of the workforce.

- **Recruitment:** The recruitment function can be attributed to the entire procedure of attraction, evaluation and the hiring of the suitable candidates amongst a group of candidates for a portrayed job role i.e. vacancy in the organisations. Here HR is mainly responsible to adopt a myriad of different internal and external recruitment techniques which can help them in gaining the necessary insight regarding how employees can be attracted towards the company. Internal sources such as existing employees and their references, promoting or transferring present employees can be used (Michael, 2019). For external sources, HR can use digital and print media advertisements, employment agencies, campus placements, walk- in interviews, recruiting at factory gate etc. are some of the key external sources. The HR focuses on the implementation of the key attributes that pertain to a proper mix of the internal as well as external sources and these further indicate that how different employees have to be recruited and hired accordingly. Further the act of recruitment also involves the regular identification that whether the new sources need to be attracted or not and if yes, then what is the best measure to identify and attract relevantly talented employees in the company.
- **Selection:** Selection can be attributed as the third most important function of HR department in an organisation where the focus is on using multiple tools and techniques for evaluating the candidates that have been recruited and then select the best and most deserving amongst them. Here basically, a number of filtering techniques are used on the

recruited candidates. Different selection tests are used on the candidates such as personality tests, intelligence and emotional tests, engaging in structured interviews etc. all the attributes of a variety of different aspects that are associated with the selection tests (Mondy and Martocchio, 2016). Based on this, along with different stages such as personal interviews, telephonic interview, task based interview etc., HR is able to finalise that whether the candidate has to be selected or not in the organisation.

Therefore, based on these attributes, the role of HR in the fulfilment of these organisational objectives was analysed which indicates that it is crucial for HR to engage in all the activities in a properly justified and equivalent manner so that adequate decisions can be taken. These functions are instrumental in the organisational activities relate to workforce management and evaluation.

Evolution of these practices

All the different attributes of HR functions and organisational duties towards the organisations i.e. the manner in which they are implemented have evolved with time. The three different functions and the change in their implementation have evolved in following context and manner:

- **Planning:** The planning function and the practices that were undertaken by HR in Wella Professionals have evolved extremely with time. While earlier, the HR only focused on planning to hire for the vacant jobs, now at Wella, employees are regularly evaluated on the basis of their performance in the existing companies and then it is identified that whether they are capable or not. Then, the performance is used to evaluate that whether they are most suitable in their jobs or not using software and metrics (Nankervis and et.al., 2019). Therefore, the functions and job role of HR in planning has improved and expanded where it has become more technologically oriented. In Wella, HR at the planning stage itself, also identify that what is the employee cohesion and integrity level, how motivated are they etc. This helps in analysing and understanding that how effective are the different strategies that can be used in order to increase work productivity and performance of employees.

- **Recruitment:** The process of recruitment has evolved highly in Wella where not only the entire process has become more advanced and integrated with the technological aspects but it has also become broader. Now, for recruitment, HR at Wella uses digital platforms and social media connectivity tools such as LinkedIn, Instagram, Facebook, WhatsApp etc. These mainly help in the attracting of right candidates and also at a wider level so that people at extended geographical platforms can also know about the vacancies and recruitments in the company. This helps in gaining a multi skilled candidate base that increases the chances of HR at better and more capable recruitment in the company (Papa and et.al., 2018). Further in Wella, the use of employee trends, preferences etc. such as increased preference of jobs with workplace flexibility help in understanding the requirements of the customer base so that they can design the job offer according to these trends only. Earlier, these practices were not really prevalent and a kind of redundancy existed in the structured format of recruitment.
- **Selection:** Lastly, it can be evidently said that the process of selection has also improved and changed with time in Wella. Earlier there were only two stages of one telephonic interview and then personal interview and candidates were selected directly. Now there are various stages where firstly, a skype interview is being held of the candidate, then various tests such as IQ tests, required skills test for the job role, personality test and lastly, EQ test is being conducted. Then the third stage is a task based stage where a particular activity or task is given to the candidate so that their brainstorming abilities can be evaluated and last stage is that of personal interview. This helps in thoroughly evaluating the candidates regarding their eligibility for the job and they are then hired accordingly ((Michael, 2019). Ultimately, this helps in the meeting of a variety of requirements and also ensures better and more rewarding selection of employee base.

Therefore, in this manner all the three functions of the organisation have evolved with time in the organisation and its implementation process.

CONCLUSION

The completion of the report above helps in concluding that on an overall basis, HR professional is required to possess skills and qualifications in multiple fields and areas such as

communication, personality etc. The CIPD profession map was also developed and discussed in the report in regards with the HR job role. Further, the three key activities of HR i.e. recruitment, selection and planning and become more extensive and advanced in the company. It was identified that how the HR at Wella Professionals has also improved and upgraded their entire system of hiring and retaining employees so that ultimately organisation objectives can be integrated with personal growth of employees in the organisation.

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