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HR Officer at ASDA

ASDA - Company Overview



Founding: In 1949 in Leeds, England, with a vision to provide accessible and affordable groceries to the public (ASDA, 2021)

Multi-Channel Presence: ASDA operates an extensive network of 634 physical stores (ScrapeHero, 2023). Additionally, it offers a robust online retail platform (ASDA, 2023).

Diverse Product Offerings: The company offers a wide selection of products making it a one-stop-shop for various consumer needs (Crunchbase, 2023).

Vast Workforce and Thriving Customer Base: With a team of 145,000 dedicated Asda colleagues, ASDA serves a customer base of over 18 million individuals who choose to shop at their stores every week (ASDA, 2023).

Hierarchical Organizational Structure: ASDA's organizational structure follows a hierarchical model, with clear divisions and departments overseeing various aspects of the company's operations (Zoe, 2017).

Legal Status: Private Limited Company (Bloomberg, 2022)



Important Knowledge in HR

- Pay and benefits
- Recruitment
- Training and development
- Public safety and security



Important Skills in HR

- Communication skills: Listening, Speaking, Writing
- Problem-solving skills
- Digital skills



Important Behaviours in HR

- Collaborating
- Flexibility
- Confidence
- Courage to challenge



Personal SWOT Analysis

Strengths

- Motivation
- Teamwork
- Responsibility
- Eagerness to learn
- Adaptability

Weaknesses

- Anxiety when presenting in front of audience
- Lack of confidence
- Proneness to stress
- Gaps in technology knowledge

Opportunities

- Becoming an expert in the field of HR
- Continuous development and career growth
- Forging collaborations with other departments
- Taking advantage of technology advancements

Threats

- Lack of technology skills may hamper professional development
- Insufficient communication skills may decrease persuasiveness
- It may be hard to find good HR positions in the highly competitive market



Training Need 1: Strengthening Leadership and Strategic HR Skills



Key Training Objectives

- Develop leadership skills to effectively guide and inspire HR teams.
- Enhance strategic thinking and planning abilities to align HR initiatives with organizational goals.
- Improve change management skills to navigate and lead HR-related transformations.

Training Approaches

- Leadership Development Programs
- Workshops and Seminars
- Executive Coaching
- Cross-functional Project Participation



Training Need 2: Enhancing Proficiency in Technology

Key Training Objectives

- Advance proficiency in HR technology tools and systems.
- Enhance knowledge of HR analytics, to better interpret and utilize HR data.
- Improve understanding of emerging HR technologies and their potential applications in the HR domain.

Training Approaches

- Workshops and Webinars
- Online Courses
- Self-Study
- Support from Colleagues



Benefits of Pursuing Training and Development for a HR Officer



- **Enhanced HR Knowledge and Expertise:**

- enables HR officers to enhance their understanding of HR practices, employment law, and industry trends, ensuring they stay up-to-date and competent in their role

- **Professional Growth and Career Advancement:**

- allows the acquisition of new skills, certifications, and qualifications that can contribute to career progression and can open doors for future opportunities

- **Increased Effectiveness and Efficiency:**

- can help HR officers fill their knowledge and skills gaps, acquire new competencies and techniques, and enhance their HR capabilities, enabling them to perform their responsibilities more effectively and efficiently

- **Confidence and Credibility in HR Roles:**

- fosters HR officers' confidence in their abilities and enhances their credibility, allowing them to establish themselves as trusted HR advisors within the organization



Benefits of Pursuing Employee Training and Development for ASDA



- **Staff Development and Morale:**
 - contributes to maximizing staff potential
 - improves staff morale, job satisfaction, and overall job performance.
- **Improved Organizational Efficiency:**
 - employees gain updated skills and are able to stay abreast of industry advancements
 - consequently, the workforce becomes more proficient, adaptable, and capable of implementing new strategies and technologies
- **Standardization and Consistency:**
 - helps employers maintain and uphold high standards of performance across the company
- **Work Engagement and Commitment:**
 - promotes greater work engagement and commitment among employees
 - facilitates increased motivation and job satisfaction
- **Knowledge Sharing and Support:**
 - provides opportunities for employees to share best practices, exchange ideas, and support each other
 - fosters a collaborative work environment that encourages innovation and continuous improvement.

- HR professionals play a crucial role in organizational success.
- To excel in their roles and contribute to an organization's performance, HR professionals should possess a wide array of different skills, knowledge and expertise and shows type of behaviours.
- Moreover, HR professionals must continuously adapt and embrace self-development to ensure their optimal performance and stay ahead in today's dynamic business landscape.
- Upon conducting a SWOT and Personal Audit evaluation, 2 training needs for me were identified:
 1. Strengthening Leadership and Strategic HR Skills
 2. Enhancing Proficiency in HR Technology
- Pursuing training and development benefits both employees, as well as the organization that they work for.



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APPENDIX

Personal Skills Audit				
Name Dimitrichka Dimitrova				
Job role: Human Resource Officer				
Please tick as appropriate X to indicate how you would rate your skills in relation to the following work / functional areas.				
	Very good	Good	Adequate	Little or no experience
Information Technology			X	
Use Microsoft Office Word		X		
Use Excel spreadsheet			X	
Use a Database				X
Use specialist HR software			X	X
Use the internet	X			
Use e-mail		X		
Use PowerPoint			X	

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	Very good	Good	Adequate	Little or no experience
Communication Skills				
Drafting contracts of employment				X
Taking notes of disciplinary hearings		X		
Write reports			X	
Produce material to support presentations		X		
Delivering a training session				X
Resolving disputes/complaints	X			
Interviewing			X	
Advising on HR issues		X		

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	Very good	Good	Adequate	Little or no experience
Problem solving skills				
Make good use of verbal reasoning skills, able to handle complex data and make selective use of information		x		
Explore more than one solution in order to solve a problem		x		
Consider the ideas of others to help solve problems		x		