

Report

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Executive Summary

This report explains the meaning and concept of HR professionals to understand the significance and function of such professionals in the organization. The critical evaluation of the topic is done in the context of the CIPD profession map. Further in this report, it is explained the role of HR in conducting resourcing activities in the organization and what major initiatives or steps are taken by the HR function to undertake all these functions is also mentioned in this report. All these aspects are the focal point of discussion under this report.

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Introduction

The report is about managing people in the organization is directly linked with the importance of HR in managing the whole organization. In this context, meaning of HR along with the meaning of the CIPD profession map is firstly described to understand the link between the two concepts. After this, critical evaluation between the two aspects is done and the concept of the HR profession in terms of the CIPD profession map is explained in detail. The report further describes the role, responsibilities, and functions which are undertaken by the HR of the organization for the smooth functioning of the company.

Company Overview of ALDI

The company is the low pricing grocery retailer and leader of their nation. The growth and success of the organization are attributed to fulfilling their commitment to providing an efficient approach in all the operations which are carried out by them. The main objective and approach which is followed by the company are to deal on grocery retailing and focus on maximizing their efficiencies to make the company provide their potential customers with high-quality products and reasonable and lower cost to retain them for a longer duration of time. The first-ever store of the company was established in 1976 in Southeast Iowa. The company has emerged in the market as a multi-billion dollar business. They own more than 1500 stores in approx 34 states and they are providing products and services to more than 32 million customers each month.

The main objective of the company is to provide with a commitment to the customers to provide with purchase of grocery and household items with every day new offerings and low prices. The company ranked fifth according to the list and data issued by “Most Loyal Facebook Fans.” They also share honors with highly acclaimed Google and Walt Disney.

Meaning of HR Professional in context to CIPD Profession Map

The human resources are specialists who are held responsible for recruiting, interviewing, and placing talented and best workers in the organization. They are also meant for handling employee relations, benefits, payrolls, and providing training to the recruits. The HR managers provide direction and control in the smooth functioning of the administrative functions. They provide their specialist services to the organization in context to strategic planning. They usually tend to focus on any one area of specialization such as recruitment or training. They have to manage several areas and tasks simultaneously. The main functions which are to be carried out by the organization are to consult with employees regarding the identification of needs and qualifications which are preferred for the job. They have to take interview the applicants concerning their experience, education, and skills and several other functions are to be performed by them. They also need to plan and coordinate with the workforce to use the talents of the employees in the best possible manner. Direction regarding following disciplinary approach in the organization is the initiative to be taken by them only (Armstrong and Taylor, 2020).

The CIPD profession map provides a set of interactive standards to guide those workers who are taking initiative to develop and improve the working conditions. The main objective and purpose of this professional plan are to provide identity regarding the application of values and standards which are to be implemented in the particular organization for its smooth functioning. This map does not provide already formulated plans but only guides us to apply a range of professional values to make better and effective decisions to deal with several challenges and situations which arise in the organization. These values which are provided under a CIPD plan guide individuals, and groups in the organization to handle every situation in the future successfully (Greasley and Thomas, 2020).

In context to the CIPD plan, the meaning of HR professional is described herein simple words which states that it provides them with deemed principles to operate themselves in the organization by following best practices and they are also supposed to critically examine the practices and can also lead to poor decision making. The CIPD is an abbreviation for Chartered Institute of Personnel and Development and they have updated their professional map to highlight the values which are based on effective decision making and also create more impact on the generic practices which are highly beneficial for the organization. The guidelines provide

to HR under the CIPD plan provide them with the opportunity to create positive change in the workplace at a higher level (Armstrong, 2020).

The CIPD plan also provides a framework for the HR professionals which are divided into several categories. The first stage to be taken into consideration by the HR professionals is to focus on professional values which are based on principles related to work matters, people, and professionalism. The second stage is based on pieces of evidence related to academic science and behavioral research. The next stage describes driving the outcomes and core knowledge and behavior (Mayo, 2020).

Objectives of organizational resourcing activities

The human resource describes the volume and range of human capital of the modern business organization. Here the objectives and role of HR and the significant role played by them in the resourcing activities related to recruitment, training, and development of the employees is provided. In this contrast, some of the major objectives which must be fulfilled by the HR of the company ALDI are described here in detail.

- 1. To define organization structure to drive productivity:** The main priority and responsibility of the HR of the organizations are to provide with right methods of recruitment and hire the right talent which is the basic part of the challenge of employing the right person at the right job in the organization. After getting the right people according to the requirements of the job the organizational structure to fulfill the needs of the organization have to be defined. The organizational structure and practices help to follow the practices which are already prescribed in the structure and it also helps in nurturing the staff skills and ensures maximization of their return on investment which they have spent on improving their human capital. All these responsibilities are to be undertaken by the HR of the organization. The structure which needs to be built in modern organizations is based on a highly technical manufacturing unit that should be differentiated from the structure of other organizations. It should be according to the nature and scope of operations of the particular organization (Schneider et al., 2020).
- 2. Developing effective communication and coordination in the organization:** The development of effective ideas is important related to communication and coordination in the organization must be ensured. The role of HR is to provide skills of good communication related to improvement in the methods of achieving a wider range of corporate objectives. This also provides a framework for them to follow the hierarchy to ensure fluent communication in the organization among several departments to improve the business opportunities of the organization (Marasigan et al., 2020).
- 3. Dedicate time to find the right staff and develop their skill base:** They are having a dynamic environment in the organization and it is important to provide the employees with skills to get higher relevant information to deal with several types of challenges and

situations which will arise in the future aspects. It is an important role which is to be played by the HR to hire those staff which can help in gaining competitive advantage in the market. The right people at the right place will provide strategic decision-making and make sure that the skills and capabilities of the employees are fully utilized (Ahmad et al., 2020).

- 4. Embracing wider societal and ethical developments:** This responsibility of the HR professionals of the organization has evolved into one of the most important employment practices. It does not only takes into consideration the structure, communication, training of the employees but also focuses on changes in the cultural and societal changes which have an implication and impact on the working environment of the organization. The HR of the organization needs to pay attention to demographic, technological, and other societal changes that are followed in the relation to performance and efficiency of the workforce. It has long-term implications for the organization. HR has to explore finding several new methods for creating effective ways for working.

The main objective of HR is to get competitive according to the complex changing environment and they must take initiatives to meet the demand of the employees to be technologically advanced to get the advantage of the historical course of industrialization. The role of the HR professionals is continuously increasing to get a specialized workforce that is capable of meeting the challenges in future duration. The role of HR has shifted towards peripheral activities rather than just recruitment and selection. They are now the core pillars of the management of modern organizations and are effectively embracing their objectives (Teerikangas et al., 2020).

Responsibility of HR of ALDI to deliver resourcing activities

The company ALDI has no specific department related to marketing, human resources, public relations, information systems, etc. But on the other hand, the HR practices which are undertaken by the company are considered best. The responsibilities of the HR of the organization are based on working upon the practical solutions and practices which are implemented in the organization to get desired outputs and results. Generally, there are for HR practices that are undertaken by the organization ALDI are described below in detail (Ramadhani and Chahyati, 2020).

Recruitment and Selection

The company tends to choose methods to employ the right person at the right job with the right skills and qualifications which are required for the job. They have traverse several universities to find candidates who have the potential to be hired for the vacancies which are available in the organization. The qualities of the ALDI which are required to be eligible for the candidates to get a job in the organization are diligence, education, dedication, team management, and honesty. They also travel across several Australian universities to recruit potential candidates by organizing national fairs, employment fairs, etc. They provide the candidates to think smartly while getting selected for the job in the organization. The company also invests in training programs for the graduates and provides attractive financial packages to them to hire fresh candidates who are new to the field. The recent development which can be observed in this field is that they are positioning to open several new stores and outlets in the coming future and for this purpose, they will bring smart shopping with increment in the employment opportunities and the retail competition will also increase in the Australian communities (Anschau et al.,2020).

Learning and Development

This phase is related to the continuous process which is followed by the organization to ensure continuous learning and development of employees through training by the experts. It also provides them with a better experience related to commitment towards employees and the corporate social responsibility can also be fulfilled. The main objective of the HR of the company is to focus on a management system that provides several aspects of leadership, personal development, and employee management. It is the well-established system of the organization and every employee is familiar with this. The company maintains sound relations

with its employees based on principles of cooperation, trust, respect, honesty, accountability, mutual support, empowerment, and learning. They are committed to their employees in terms of development, training, and tends to provide them with attractive remuneration and job security. They organize proper training programs to provide effective and efficient working conditions and the working of the organization is very much optimistic and intensive. The graduate training program which is undertaken by the organization is a quite vital area that is giving rise to career opportunities (Ekowati et al., 2020).

Performance Management

To motivate the employees it is important to understand the capabilities and promote them to work more efficiently in the future. They follow the policy of taking 360-degree feedback to evaluate the performance of the staff members. This provides the company with an overall assessment of all the departments of the organization from top to bottom level.

Remuneration and Benefits

The next function which is to be performed by the HR of the company ALDI is to provide the staff members with a good salary, holidays, bonuses and reward to the employees which are based on their hard work, skills and this is done to retain honest and hardworking employees for longer duration in the organization. They are considered as one of the valuable assets of the organization. They are the first organization in the grocery sector that pays maternity leave and payment and also other related benefits are provided to their employees. They also pay their employees according to the competitive environment and they also provide rewards above the average salary to meet health and social care advantages of the employees along with good working conditions. The other impressive compensation packages are issued to those employees by the company who are bringing tremendous opportunities for the organization. They provide flexible working hours and other holidays for the betterment of employees (Lasso and Dahles, 2020).

Conclusion

The report concludes by describing the overview of the company ALDI and in this context, the role of HR of the company is majorly described in this report. The meaning of HR professional in context to the CIPD profession map is also explained. The functions, responsibilities, and roles of the HR of the company are described in detail in this contrast. The focal point of discussion under this report is functions which are supposed to be followed by the HR manager of the company and what responsibilities are taken over by the HR department are described in detail in this report.

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