



# 3 Questions For HR Managers To Ask Leadership

## The Right Answers Will Help Them Drive Growth

The transparency movement initiated by technology advancement will inevitably force many organisations to transform – not only the way they conceive strategies, but also how they hire, develop, and retain the right talent to grow sustainable businesses. Failing to recognise this organic transformation may result in catastrophic outcomes for all stakeholders.

To avoid disappointment in future expectations and drive their organisations to perform at optimal peak, every HR professional should ask their management team three simple, yet critical questions – with complete honesty on all sides – about the state of their organisational endeavours.

### 1) Are We Really in the “Talent” Business?

Every management team should thoughtfully consider their response to the following query: Do we really need very talented employees to run our business and provide an acceptable return to our shareholders? Or can we get acceptable results with average talent?

Eroding your margins by hiring very talented people and then not using their talent, in essence, defies your shareholders (and other stakeholders). This strategy represents the most unspoken – yet easily correctable – misjudgment many management teams make.

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sustainable approach.”**



## 2) Are We Really in the “Brand” Business?

It is almost impossible to build a brand without developing your people. That said, if your management team is sufficiently serious and willing to accept the importance of having a brand, they should strongly focus on building their people first – or risk losing valuable talent.

Treating your workforce with the same importance and respect as the company brand allows a conceptual shift to something more stable, sustainable, and strategic. Employees, as a form of company brand, should reflect the business by being engaged, motivated, positive, committed, and personal leaders.

## 3) Are We Crystal Clear on What Is Possible? Probable? And Most Likely to Happen?

Another critical mistake many management teams can easily overcome is overestimating what their people can “actually” achieve. They have hopes, wishes, and growth expectations for their people and organisations – without really attempting to know exactly the capabilities of the workforce on which they depend.

Management teams should be crystal clear about what their teams can possibly target, probably reach, and most likely achieve.

### A Practical and Achievable Solution

Focusing on hiring, developing, and retaining only the right people within the strategic framework of what you are trying to achieve to further grow your business is a more sustainable approach.

Management may invest in expensive recruitment, development, retention, and rewards programmes. But doing so is fruitless without a global strategic framework and only with the hope that things will turn out better some day in the future.

The practice of management today is no longer a “hoping” exercise. As HR professionals, we have all the necessary technological tools and proven approaches at our fingertips to help our leadership teams make better and more reliable decisions about the future of our organisations.



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