

Human Resource Management

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The Human Resource Team

Department plays a critical role
Takes on many responsibilities
Key to success of the organization

Quote from the Founder of Home Depot

"Take care of our associates, they will take care of our customers and everything else will fall into place."

Quote from the CEO of Starbucks

"The relationship we have with our people and the culture of our company are our most sustainable competitive advantage."

Motivating Talent

Defining goals
Understand policies
Compensation
Promote the company's culture
Importance of the brand
Demonstrate pride

Great Team!

Defines the company
Teamwork
Values
Understand goals
Never work in a vacuum

Companies Want People Who...

Understand the brand
Subscribe to the strategy
Understand the customers
Importance of customer service
Demonstrate enthusiasm
Work as a team

Nordstrom Example

"Use your best judgement to do anything you can to provide the best service to our customers."

Other Forms of Motivation

Team incentives
Public recognition
Social media
Career progress

Functional Responsibilities

Compensation management
Benefits
Abiding by the law
Enforcing company policies

Assessing the HR Department's Performance

Productivity
Turnover
Winning the talent war

Employee Engagement

Enforce consistency
Set clear goals
Make goals achievable
Must work as one

Retailers Achieve Their Financial Goals By Managing the Following

Locations
Inventory
Channels of distribution
Communication mix
Customer service
People

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