

**experiencematters**

developing people to develop your business

# **The opportunity - building beneficial connections**

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## Presentation outline

- Setting the commercial context
  - From a CSR/Community perspective
  - From an HR perspective
  - From a learning perspective
- Thinking about your challenges...
- Hints and tips

## From a CSR/Community perspective

- In the current economic climate, the need to rebuild trust in business is a real imperative
- Responsible business needs to be at the heart of a company's operations
- Companies cannot afford to try to build a reputation simply by giving large amounts of money to communities/charities
- Key drivers for companies' community strategies are
  - 1. Alignment to a business need**
  - 2. Stronger linkages to the company brand**
  - 3. Opportunities for staff development or volunteering**
- HR has a critical role to play in this area

## From an HR perspective

- HR budgets are under increasing cost pressures
  - At a time when the pressures on our people have rarely been greater
  - Training & Development under particular scrutiny
- Employees are concerned about the company's values as well as their job security
  - The need for meaning in a career context will become increasingly important
- HR is well positioned to connect key components in an organisation's strategy to deliver bottom-line benefits
  - HR
  - Training & Development
  - Employer brand
  - Community strategy
  - Stakeholder engagement
  - Internal/external communication

## Making learning work

- **Relevance**
- **Context**
- **Delivery**
  - Different learning styles for different learners
  - Experiential learning
  - Multi-channel (course/project/coaching/on-line/experience)
- **Post learning**
  - Opportunity to implement immediately
- **Values driven**
  - An emotional connection will make learning more powerful
  - Can increase commitment and loyalty as well as performance

## Some concluding thoughts

- Before you start
  - Understand the company's broader strategic priorities and challenges
  - Consider carefully what you have to give – and gain
    - GIVE: Leadership experience; technical industry knowledge; work-related learning opportunities; commercial awareness
    - GAIN: More training from the same budget; enhanced reputation; staff motivation; a broader recruitment pool
  - Develop a compelling business case
  - Gain top-level buy in
  - Be clear about the objectives/measures for all partners
- Be realistic and start small – but take action!
- Get regular updates and feedback from stakeholders