

## **Human Resources: Making your Case with ROI** **Better results in the boardroom**

Are you as successful as you want to be at presenting your case and getting the results you want in the boardroom? If your answer is yes, then you are on the right track, and this article is old news. If your answer is no, then we urge you to read on.

In our experience, the chief reason why many HR ideas are not considered is not because the solution or idea was not a viable option. More times than none, the reason is because HR failed to provide the return or benefits from the solution in a manner that CEOs and senior managers will listen to **bottom line benefits** .....*numbers and dollars.*

Whilst it is true that many HR Professionals have become more strategic. It is our belief that conducting cost and benefit analysis and developing return on investment reports has yet to become part of HR's toolbox.

The first step towards being taken seriously with your CEO is to demonstrate a thorough understanding of your company's business. This means being able to confidently converse and contribute to business matters. (In addition to HR topics)

Another simple tip is to always keep yourself informed and up to date on your industry happenings, your competition and trends and best practices. A good way to do this is to find out what the leading newsletters, trade magazines, associations and publications are for your industry and keep yourself informed and up to date on a consistent basis. A great way to immediately gain credibility is to demonstrate to your senior management team that you keep yourself educated and informed on industry news.

This also means keeping up to date and knowing your organization's budget, key drivers and key performance indicators. Understanding how your budget was compiled and the drivers that impact your business is a big step towards gaining respect.

In any business, HR will be presented with various problems and challenging opportunities. In tackling and solving any challenge, it is important to always keep in mind the business you are in, your brand positioning, who your customers are and consider your current resources, time constraints and company priorities so that you may approach opportunities and projects with a focused approach that will result in the greatest impact on your business.

Once you are faced with a business problem or opportunity, the below are suggested steps to follow to thoroughly show case your solutions in quantifiable terms to effectively Make Your Case and suggest a viable, strategically aligned course of action.

1. Define Business Opportunity
2. Establish measurement to use for process review
3. Identify negative impacts on business as a result of the issue
4. Review and Map current process in its entirety  
(Only use this if you are evaluating a process)
5. Analysis - Identify potential root causes of business problem
6. Propose process changes
7. Conduct a cost and benefit analysis
8. Create an action plan for implementation
9. Follow Up – Measure, monitor and control (customer surveys, P&L statements, department reports, employee and management feedback, etc.)

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People2Strategy is a Strategic Human Resource & Management Consultancy firm that specializes in aligning people with business strategy. We start with the company's mission as our foundation and the company's vision, brand positioning and value proposition as the building blocks to our solutions.

Our areas of expertise include: Customer Service Solutions, Leadership Development, Organizational Alignment, Employee Involvement, Employee Retention and Change Strategies.