THE COVENANT NATION

HR PROFESSIONALS' COMMUNITY GROUP
LEADERSHIP SUMMIT

THEME: REFRAMING THE FUTURE OF HR LEADERSHIP

SPEAKERS

KEYNOTE SPEAKER

Pastor Poju Oyemade
Senior Pastor
The Covenant Nation

Ayodeji Ajibola
HR Director, Guinness
a Diageo Company

Tosin David
Managing Director/Founder,
Training Directory Nigeria

Thomas N. Williams II
Chief Operating Officer,
Conex Petroleum Group of Companies

Winifred Mena Ajakpovi
Executive Director
SHRM, (Nigeria)

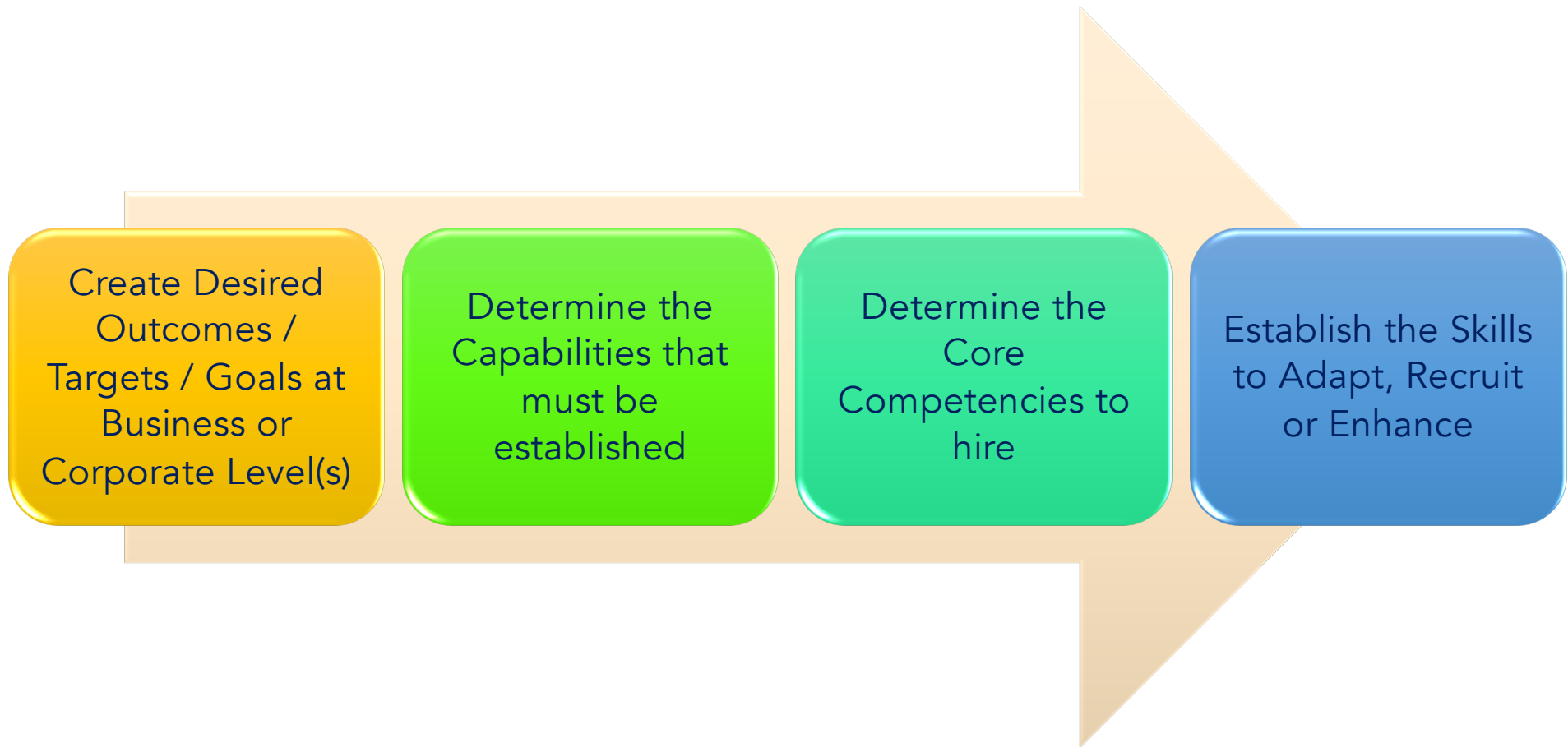**Gbenga Folayan**
Managing Partner,
Rossette Consulting

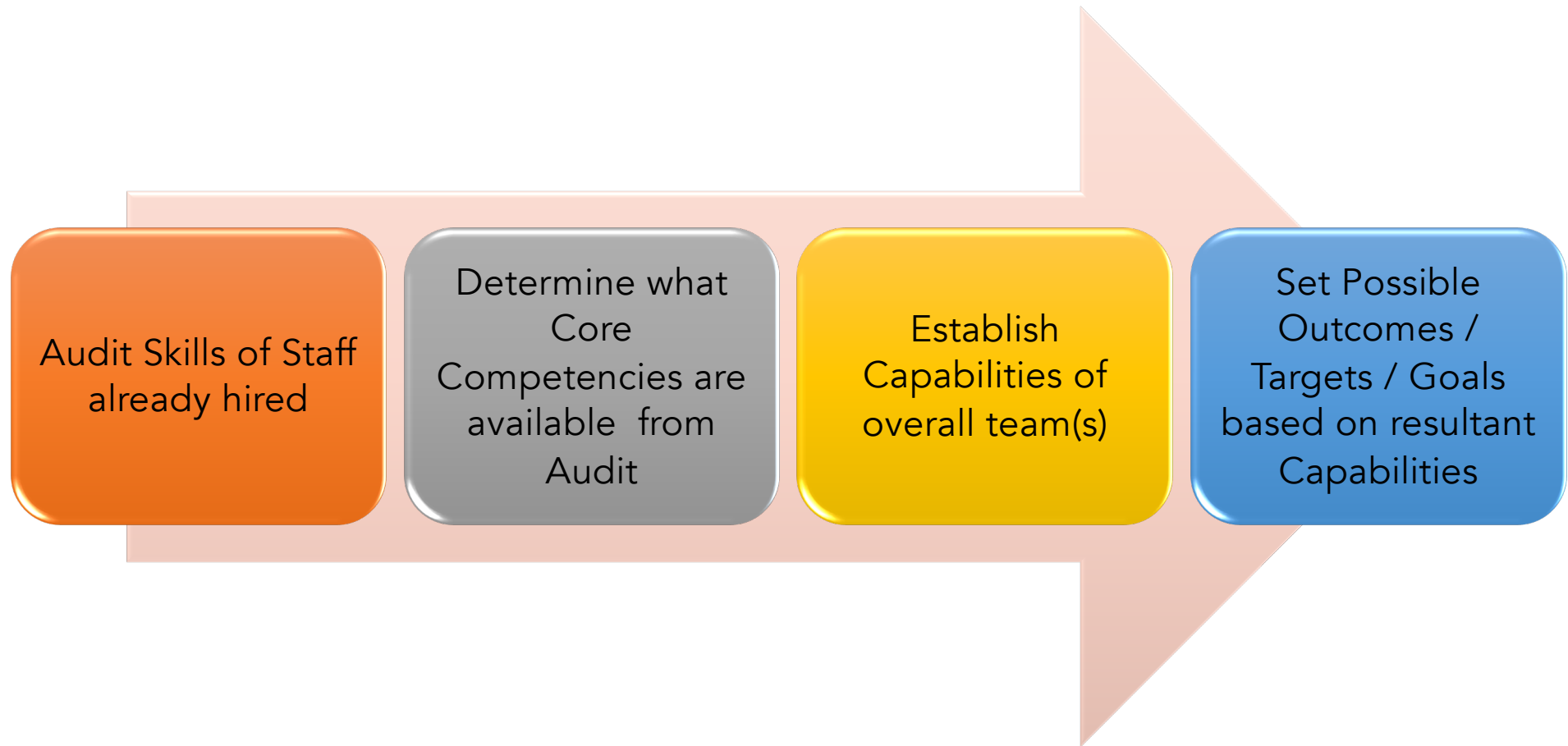**Sam Obafemi**
President,
SOBCA

HOSTS

Ema Clark

Eyitayo Iyortim

Nwamaka Nzewi

Adepeju Adegoke

Tobi Akinjogbin

**Date: Saturday, May 22, 2021
Time: 1.50pm prompt
Zoom**

Register via:

http://bit.ly/TCNHRLEADERSHIPSUMMIT

TECHNOLOGY TOOLS FOR TRANSFORMING HR PRACTICES,
AND THEIR POST-COVID-19 FUNCTIONALITIES.

- Sam Obafemi -

Create Desired Outcomes / Targets / Goals at Business or Corporate Level(s)

Determine the Capabilities that must be established

Determine the Core Competencies to hire

Establish the Skills to Adapt, Recruit or Enhance

Human Resource Dynamics… | Strategy A

Audit Skills of Staff already hired

Determine what Core Competencies are available from Audit

Establish Capabilities of overall team(s)

Set Possible Outcomes / Targets / Goals based on resultant Capabilities

Human Resource Dynamics… | Strategy B

But, again, OUR DESIRED OUTCOMES / GOALS / TARGETS IN BUSINESS AUTOMATICALLY DETERMINE THE CUSTOMER SEGMENT WE NEED (OR WANT).
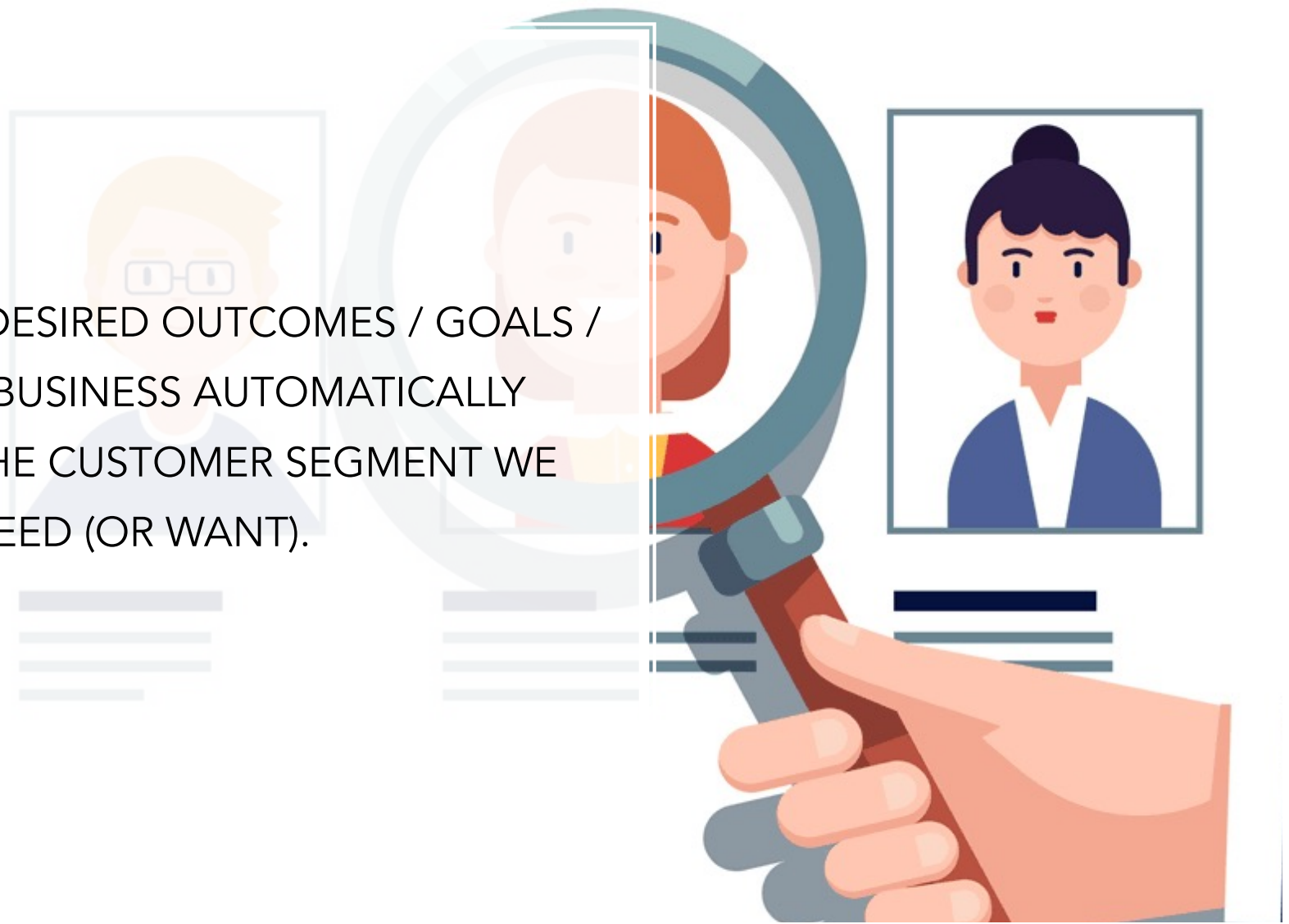
Pre COVID-19 Customer

- Particular about Product or Service experience
- Willing to spend
- Loyal to your Brand
- Can excuse your errors

Post COVID-19 Customer

- Particular about Product or Service Costs vis-à-vis Value Proposition
- Cautious about Spending
- Can easily move to another service provider, especially if switching costs is rewarded by better Experience vs Cost
- Minimal margin for errors
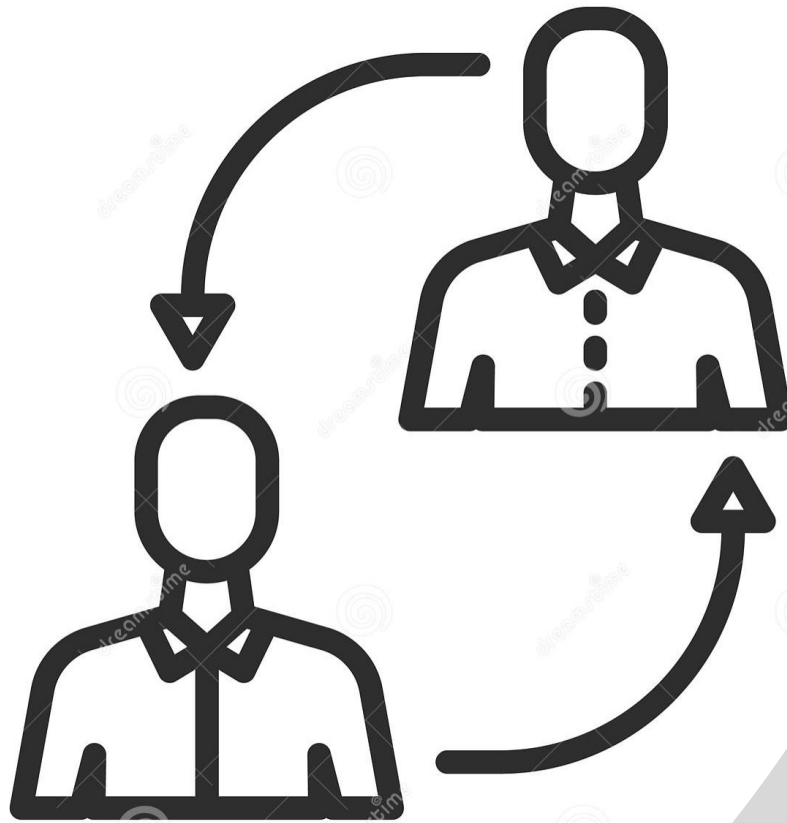
The SHIFT in Customer Behaviour also means HR must help staff make a SHIFT in Human Resources dynamics…

Make More Money

Cut Business Costs

Bring in New Customers / Markets

3 Pillars HR Should Uphold

Source: https://www.valdus.net/competency.php

COMPETENCY	REALITIES	STRATEGIC TOOLS TO EMPLOY
Recruitment & Selection	1. Operations may be far apart and skill may be out of location for business owners. 2. It may be cost effective to retain skill at remote location. 3. Candidates may be geographical spread across several zones, etc. 4. Having to invite candidates to ideal business premises may pose security risks to candidates and heightened risks for prospective employer. 5. Several organizations want iterative selection processes. This means several travels; time and costs implied.	1. Organizations may deploy virtual platforms to undertake live tests, assessments, polls, and on-the-spot selections. These are available on ZOOM, MICROSOFT TEAMS, and custom-built ERP solutions. 2. Recruited staff can work throughout PROBATIONARY PERIODS from remote locations. The overall objective is to cut operational costs while maximizing output of staff. Organization should focus on RESULTS DELIVERED rather than HOURS WORKED.

COMPETENCY	REALITIES	STRATEGIC TOOLS TO EMPLOY
Training & Development	1. Training budgets are shrinking; meanwhile, trainings needs are expanding. 2. International trainings are restricted because of travel restrictions and astronomical rise in USD rates. 3. Customer expectations are increasing and becoming more sophisticated yet the skills to serve them are non-existent.	1. HR must commence a strategy of partnering with other firms or subject matters experts using BARTER as an approach to providing T&D fulfilment. Not every training need shall be fulfilled by paying money. Partnerships come handy. 2. HR should invest in Learning Management Systems (LMS) so that staff from any part of the globe can learn virtually, self-paced, and scored/graded by the system. This grading can constitute part of performance management. 3. HR should make it a culture to host in-house virtual trainings at least once every fortnight, worse-case, monthly. This can be using ZOOM or Teams, et al.

COMPETENCY	REALITIES	STRATEGIC TOOLS TO EMPLOY
Performance Management	1. If staff will work remotely, it would constitute a new challenge measuring their true performance. 2. Performance is usually lopsided. Difficult to know who is doing the real work and who should not be rewarded in error. 3. Several Performance Management models are generic and do not measure some specifics around behaviour, attitude, etc. especially because these are subjective metrics.	1. Enterprise Resource Planning (ERP) software is a very objective means to improve on employee and service provider performance. It is highly recommended that a firm should write and install a custom-designed ERP that suits their own workflows, expectations and structure. 2. Specific examples of performance management tools to use include LOTUS NOTES, SAP, and any less costly, but highly implementable options. 3. To measure non-technical metrics, like behaviour, emotional and mental health assessments should be integrated into the solutions, as psychoanalytic tools. The goal is to remove the decisions from humans to systems.

COMPETENCY	REALITIES	STRATEGIC TOOLS TO EMPLOY
Reward Management	1. Most employees consider reward to mean MONEY. 2. Most employees see DISCIPLINE as 'uncalled for' and 'unfair'. 3. Most organizations actually do not reward good work. It is called 'part of your JD'. 4. Reward comes with its costs too. Many firms don't budget for that.	1. Again, if we explore the ERP approach, the system can prepare the wager or commission or reward and notify appropriate parties what they are. If a staff meets or surpasses a KPI, the system notifies HR, Accounts, staff, staff's HoD, and any other critical supervisor, of this reward. This way, it cannot be compromised or reneged on. 2. Organizations should commence e-hang outs (virtual hang outs) to unwind, party and reward staff of the week or month, based on what the system has determined as effective staff.

COMPETENCY	REALITIES	STRATEGIC TOOLS TO EMPLOY
Career Management	1. Many firms hire square pegs into round holes. 2. Many staff are doing their job to earn money, not to feel fulfilled. 3. Many firms don't have a growth path and a route to the zenith of each career track within the firm. 4. Many firms don't have an intentional plan to help staff grow on a career path. 5. Many firms are rigid with expanding their organogram to match the growing dynamics of the expanding skills within the firm. 6. Etc.	1. HR should attempt to 're-hire' staff regularly. Establish new dynamics (using Artificial Intelligence #AI to search for growing skills within a career track) then make the new JD available organization-wide so that those who have the skills and (more importantly) the interest can apply for the role and move roles. To achieve this, the firm must develop an AI search engine to keep populating a pool of JDs so skills are being updated and upgraded. 2. Firms should adopt the 'google' approach where new skills mean new potential income streams. This means staff who have unique skill sets can pioneer new subsidiaries of the existing business.