

Strategic Alignment - Basics for HR Professionals



Are you currently practicing strategic alignment within your organization? If not, this may be because you aren't sure how to get started. This informational podcast with FBD Consulting, LLC Senior Vice President Lori Tritz, SPHR offers a perfect introduction to [hr strategic management](#).

In this interview, Lori explains the basics and lays out a straightforward plan of action for aligning HR with your company's objectives. By being a proactive solution finder, you can finally become a true partner in your organization's business model.

The specifics look different for every industry and every company. For example, some HR leaders might choose to rely heavily on outsourcing to streamline their workload. Others might choose to take on additional responsibilities to help Human Resources become more fully integrated with other departments.

How Does Strategic Alignment Differ from the Traditional HR Role?

Tritz explains the main difference this way: Strategic alignment is proactive and a traditional approach is reactive. In a traditional setting, the HR department:

- Responds to problems as they arise
- Focuses on payroll, benefits, hiring, and firing
- Tries to keep things on an even keel

In some companies, this is all that is expected (or required) of Human Resources. In those organizations, strategic planning is handled by other leaders such as the COO and various department heads.

However, in many companies there is simply a gap where HR related processes have not been examined for efficiency and alignment. In this case, change is a necessity. As an HR leader, you have the opportunity to create strategic alignment and realize significant benefits for your organization as a result.

For example, if your company has no succession planning strategy in place, this is a serious oversight. With the Baby Boomer generation retiring over the next 10-15 years, your business needs to start sourcing talent now. Creating and implementing an internal process to select and develop future leadership candidates is vital. Lori offers more great advice and tips on how to examine each function in your department using a series of "Why" questions. She also talks about how to understand HR's position within the larger organizational structure. Click here to listen to the full podcast on [strategic knowledge management](#).

The author, Brenda Perkins, CEBS is Co-founder of HRBrainBank.com, a website devoted to [best practices in human resource management](#). Brenda's expertise comes from having creating and building three unique businesses, all of which serve the human resources profession. The unique blend of her experiences and talents allows her to see problems and solutions that are often not clear to the individuals she works with. Brenda has co-authored four books: Employee Communications 101; How to Produce Benefit Statements (such as [employee communication services](#)), Outsource Guide (to help you select the best vendor for [improving employee communication](#)); and 9 Critical Elements to Guarantee Your Boss' Approval. She has also co-produced several healthcare education videos with an emphasis on [HSA admin](#).