

## **About the Book- “Reality Bytes – The Role of HR in Today’s World”**

*This book is my debut as an Author. It is a humble attempt to further my quest to learn & give back to the budding HR fraternity.*

There was a time when machines or equipments were the most important asset/resource an organization could possess. People were more or less required only to run these machines and maintain them. But as we raced through time, we have left all those traditional thoughts far far behind.

Today and in the future too, the single-most competitive edge for an organization is **its “people”**. In today’s dynamic times, managing turnover in terms of people is as critical as increasing business turnover. This is because, inspite of being the most valuable resource, manpower is also the most difficult to manage, maintain & retain, and many organizations fall short of managing their people well.

Probably the reason for this is that formal education in HR does not prepare the young, would-be HR manager or even a line manager who needs to be an HR manager in his own right to manage people, to face and deal with the Reality at the Workplace. This book has been written to achieve this very purpose.

**‘Reality Bytes – The Role of HR in Today’s World’ has something for everyone – whether an HR student, a budding early career HR manager(1-3 years), a line manager who needs to be an HR manager in his own right to manage people or even a teacher or an entrepreneur trying to understand what HR is all about.**

**This book is for you!**

With the market for talent available in the country as well as abroad, today’s employees are besieged with offers and have a huge choice as compared to earlier times. The new thought that this book tries to bring forth is that today, the employee is less of an employee and more of a customer for the organization. Needless to say, he/she is second to no other business customer in importance. *Finding and attracting this ‘talented customer’ to the organization, developing his/her skills and keeping him/her interested and happy in order to achieve business results is what HR is all about today.*

The book gives the reader a clear idea of the strategic role that HR plays in attaining the business goals of the organization. It tries to highlight relevant concepts and makes them easy for the reader to understand.

Beginning with the Employer and Employee Value Propositions (which is where the employee is introduced to the organization) and ending with the challenges faced by HR, it tries to cover all aspects of HR that are relevant today and tomorrow as well. It is meant to be a simple contemporary ready reckoner covering the employee life cycle in an

organization ('What' & 'Why' aspects) and balancing them with practical caselets illustrating concepts that work in organizations in today's times. The caselets also aim at getting the reader to think and find his/her own solutions based on learning/s in each chapter.

Key points (leads) which are thought-provoking and bring out the crux of the matter have been separately highlighted to give them prominence.

The book is being published by Vishwakarma Publications.

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