

Show Them The Money – marketing HR services to other managers.

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Show Them The Money – marketing HR services to other managers.

By Stuart Ayling

Show Them The Money – marketing HR services to other managers. by Stuart Ayling

"HR systems only have a systematic impact on the bottom line when they are embedded in a firms management infrastructure and help it solve real business problems." 1

Within most corporate environments there is a focus on achieving tangible results. Internal activities that support the achievement of results, but do not produce results directly, are often overlooked and undervalued. The HR function can often be caught in this situation. How do you ensure other managers appreciate your contribution?

From a marketing perspective it is important to accept the adage "perception IS reality". The issue of perception is always relative, and the customer is always right (because it is their perception that matters).

Customer groups for a human resources manager may be as varied as trainees, executives, board members, employee representatives and general staff. It is important to recognise the different needs of each customer group and manage their expectations and perceptions.

It is a fact of corporate life that 'getting the numbers' is important. Managers accept this and often judge corporate activities by how they contribute towards achieving business objectives.

How many HR practitioners can identify the "real business problems" that are being targeted by their activities. Are these problems important to senior management? Can you quantify the results? HR services will be more highly valued when they can clearly demonstrate a meaningful contribution towards 'getting the numbers'.

In a former role I was fortunate to have an experienced staff trainer reporting to me. Let's call her Sue. One day Sue approached me with concerns about the perception other managers held about the value she was providing to the organisation. Sue had trained hundreds of company personnel and customer's retail staff but still could not articulate how her activities related to achieving the companies objectives. This doubt had started to affect her own perception of her services and adversely impact

Show Them The Money – marketing HR services to other managers.

her self-esteem.

After some discussion I helped Sue develop a simple model that could show – in dollars – the positive compounding effects of her training sessions. Sue then had some real answers to those who questioned the value of her services.

An important element of marketing your work as an HR practitioner is to realise you must effectively communicate the benefits of your work in terms other managers can relate to. This really means selling HR to the organisation. A regular positive message will help position your services in the 'must have' category for senior managers.

And remember...selling is not a dirty word, it is a communication process.

How do you sell HR? Here are some easy steps:

1. First understand the needs of your customers – in this instance the management team in your organisation. Gain an understanding of their business objectives and the pressures they face.
2. Prioritise their needs and determine how your services help them. Why and when do they need your services?
3. Determine how you can communicate with them. Different circumstances will require different methods. For example, use the monthly management meeting to explain the correlation between good HR practices and the achievement of corporate objectives. Be specific.
4. Be prepared to answer objections to your 'good news stories'. Some managers may need additional information to accept the impacts you present. Cite results, case studies and statistics that relate to achieving specific objectives.
5. Follow up with members of the management team to ask for their comments on how they are benefiting from HR services. Get their perspective. Be proactive in helping them achieve their goals.

"Ultimately your organisation wants you to add value. By involving your executives in the process of change and gaining their commitment to implement your HR initiatives, you will better serve your executives, your organisation and the entire HR function."²

Sources:

1. Becker & Gerhart 1996:794. Asia Pacific Journal of Human Resources. Vol.38 2000.
2. Marshall Goldsmith – Executive coach. Workforce Magazine May 2001.

Money Managers: Do You Need One?

By Max Plata

Who are money managers? To give a simple definition, money managers are people who, for a fee, will manage other people's money. Money managers are also referred to as investment advisors, investment counselors, financial planners, and asset managers. On the other hand, the World Wide Web offers one that is complex, and reads as follows: "The person who is responsible for a portfolio of securities. In return for a fee, the manager has the fiduciary responsibility to manage the assets

Show Them The Money – marketing HR services to other managers.

prudently and choose which asset types are appropriate over time."

Many people choose to utilize a money manager due to the fact that managing an investment portfolio is very time consuming, and is sometimes complicated to understand. There are so many different ways that money can be invested, and for the average layperson, figuring out what type of account will return the biggest profit is sometimes an impossibility. Finding a competent money manager who can do the required research and make all of the decisions for you will not only afford you peace of mind, but will also allow you to take care of other pressing matters that require your personal attention.

There are a variety of people who use money managers; those with a lot to invest and no time to follow the market, and those with only a small amount of money that needs to be invested wisely.

Money management comes in many forms. There are money managers who offer services to very large corporations, and those who cater strictly to individuals.

If you find yourself needing the services of a money manager, it is wise to conduct a bit of research. First, make sure that the appropriate licensing authority in your home state licenses them. Also, check to see what their track record is. How have they performed for other investors in the past? A money manager can be an asset, or they can be a liability. Realize that they will be managing not only your money, but also the financial security of your future.

Always have a close working relationship with your money manager. Make sure that they are well aware of the amount of risk you are willing to take when it comes to your money and investments, and inform them of your specific goals, both short and long term. Money managers will be better able to do their jobs effectively if they are aware of exactly what your expectations are. It is also imperative that you determine who holds the assets of any money management company that you decide to use. Trustworthy, legitimate companies will use a third party to hold assets, and will never charge fees to you for the third parties' services.

A trained, professional money manager will be able to manage stocks and bonds, provide you with timely reports concerning your investment portfolio, and answer any and all finance related questions that you may have, and he should be someone that you can trust unconditionally. Here's a piece of advice: ask around, get referrals from trusted friends and family, and make an informed decision when it comes to choosing a money manager to handle your investment portfolio.

You will find more from this author at:

Show Them The Money – marketing HR services to other managers.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!