

Papers



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1. 0. Role of the HRD Effort in the Organization

The role of HRD in an organization is very crucial and vital. Human resources are considered as one of the fundamental resources of an organization which helps in its sustainable functioning. In a book published by Oxford University Press (2011), it was stated that “ HRD encompasses a range of organizational practices that focus on learning” that includes “ learning, training, and development; workplace learning; career development and lifelong learning; organization development; organizational knowledge and learning”. The purpose of HRD is to define and guide the activities of the employees working in the organization. The HRD helps in polishing up the performance of the employees by providing them expertise training, which contributes to the better performance of the organization. The main purpose of HRD is to enhance the organizational performance contributing in productivity of the company (Richard & Et. Al., 1996). HRD not only helps in enhancing the performance of the employee but also is important factor in the establishment of relationship among the existing HR policies (Richard & Et. Al., 1996).

2. 0. Support of HRD Department to the Mission of the Company

The mission of Mace Ford organization is to organize the people working together for the global automotive leadership, as one team involving customers, dealers, councils/unions, employees, investors, suppliers and

community (Ford Motor Company, 2011).

Mission

HRD Efforts

Customer Service Excellence

HRD of the company emphasizes much on developing a team work.

The company's main motto is to accelerate innovation of new product with due consideration to the need and desire of the customer.

HRD focuses much on selection of the candidate according to demand of the job.

Rendering quality services

The role of HRD is to update the knowledge of the employees involved and provide them with the stimulated understanding of latest technical know-how.

The company even follows High Performance Work Systems (HPWS).

Assess the efficiency of the implications

The HRD of the company follows many practices of human resource development processes such as 360 degree appraisal. The 360 degree appraisal helps to understand the employee needs more briefly because the approach tends to engage the employees directly. In 360 degree process, feedback is obtained providing the HRD a better way in operation.

Attracting valuable people, developing them and retaining the skillful employees

Monetary incentives play a vital role in motivating the employee of an organization

Fair operation to enhance employee performance

Compensation calculation and providing the same to the deserved

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candidates become an important role for HRD.

In this case, HRD helps the company to achieve the goal propounded; “ an exciting viable Ford delivering profitable growth for all” (Ford Motor Company, 2011).

3. 0. HRD Effort Meeting the needs of Every Stakeholder Group

The HR practices adopted by Ford maximize the competencies, commitment and abilities of the organisation’s employees. HRD should provide the workers of the company with customer service training which focuses on customer satisfaction intended to increase the market share of the company. HRD mostly deals with people of an organization so as to improvise better performance from individual employees. Career development should be enlisted by HRD in the organization through the implication of functioning Internal Job Posting (IJP). These practices would result into customer service excellence, one of the main missions of the company. HRD should emphasize more on team effort, developing healthy and friendly work environment. HRD should provide training on recognizing the importance of customer needs and meeting them. Every need and concern of fellow people related to Mace Ford; directly or indirectly, should be duly taken in account by the HRD and thoroughly analyzed and brought into action (Richard & Et. Al., 1996).

References

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