

Alignment of hrm and business strategies research paper

[Literature](#), [Russian Literature](#)



Propose how you would ensure the HR strategy is in alignment with the business strategy

The HR department plays a major role in supporting a business in achieving its strategic goals. In order to align the two I would ensure that Marriott HR is able to efficiently manage its administrative responsibilities and also operate at the strategic level. The HR will be able to participate in supporting others realize the strategic objectives of the business as a whole (Stewart & Brown, 2012). I would seek to have some of the repetitive administrative tasks normally performed by HR staff automated. This would lighten the work load and allow them to participate at a strategic level. I would have the HR analyze their resource base and any areas found wanting will be addressed through training and development.

I would ensure that the human capital in the Marriott is effectively aligned with the organizations strategy and objectives. I would give the HR the opportunity to focus on value creation so that the whole department and its duties become an asset to the organization (Maverick Energy 2011). The HR would be included when planning strategic initiatives for the organization. This would show acceptance of the role HR plays by top management in realizing the strategies of the organization (Kouzes & Posner, 2012). I would ensure that the HR recognizes the huge role they play in putting in place the right people to carry out the strategic initiatives. To align their strategy with that of the business they must clearly define the competencies and the skills that will be needed to achieve beneficial strategic contribution by the employees.

Describe the HR job positions and the responsibilities listed for that HR department.

There are different job positions with different responsibilities in the HR department of any business. In Marriott they have a human Resources Coordinator who has the responsibility of ensuring that recruitment, administration, care and training are all done within desired time limits. The HR coordinator has the responsibility of tracking, processing and administering the information about associate's career and development, recruiting, benefits, permits, orientation and training on for specific tasks. Finally provides assistance in coordinating and implementing programs and initiatives.

The HR Manager directs and collaborates with associates in performing daily activities such as recruitment, total compensation and training and development. The responsibility to ensure compliance with federal, state and local regulations as well as Marriott International operating procedures are held by this position. The Director, personnel Services assists the HR coordinator in archiving the above named tasks as well as assisting the HR Manager. The director works towards objectives outlined in the HR business plan and delivers services that promote business success (Marriott International Inc. 2006)

The Assistant Training Manager (Casino) has the responsibility to drive Marriott values and philosophy. The position holder works in collaboration with HR and other managers to identify and address the developmental needs of both the organization as well as the associates. This involves conducting needs assessment, designing and developing training programs

and facilitating the delivery of both custom and corporate training (Marriott International Inc 2006).

Determine which HR job positions you would prefer and explain why

The HR position I would prefer in Marriott is the Human Resources Manager. This is because the position will offer the desired challenge as it is hands on and very active in the day to day activities of the business. The position will offer the opportunity to positively impact employees through trainings and development to facilitate realizing the mission and objectives of the business. The position will allow me to carry out activities that promote success of the business and increase its associate satisfaction as well as increased earnings.

Analyze how the selected company can establish HRM strategies to improve competitive advantages.

In order to establish HRM strategies and improve competitive advantage Marriott can invest in sourcing and recruiting talented and high potential employees. In order to retain these employees who give the business a competitive edge, the business has to address all the factors that cause employees to leave. Employees who are motivated and engaged in their jobs will actively participate in the initiation and implementation of strategies. Marriott can therefore address issues of providing competitive remuneration, long-term development plans and promotion opportunities.

Propose three (3) ways that the company can increase diversity

Marriott can increase diversity by developing and implementing an equal opportunity employment policy. This will encourage all groups of people to apply for the positions advertised. It will also encourage referrals from employees already working in the company who are a great way of reaching qualified people from the unrepresented groups.

They can also embrace diversity friendly policies in the business such that potential employees will be interested in applying for the jobs and reduce the rate of employee turnover. They can offer benefits such as flexible schedules, appropriate but friendly choice of apparel and accommodate cultural and religious beliefs (Dow Jones and Company 2013).

Create a workplace culture that encourages new employees to stay.

Induction and orientation should be taken seriously so that employees feel at ease when they are very new to the business. The culture of the organization should motivate the employees by showing them that their differences are assets to Marriott and not sources of problems.

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