

# **HR Involvement In The Business** **Becoming Key Player in Business**

Presented by: Rachmad Hidayat

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## Experiences:

1. General Manager, HR-Legal- Corp. Planning; PT Berlian Sistem informasi (Mitsubishi Corp.)
2. Senior Manager, Organization Development - PT ICI Paints Indonesia (Dulux)
3. Manager, HR Department - Metrodata Group (IT Company)
4. Manager, Training Center - PT International Nickel Indonesia (Inco - Soroako)
5. Manager, HR Department - PT Grand Interwisata (Dharmala/Intiland)
6. Section Head, HR Site Adaro - PT Pamapersada (ASTRA Heavy Industry Group)
7. Section Head, Research & Development, PIKMI-Surabaya (Education Institution)

## **PT RacH Pro OPTIMA**

Surabaya: Jl. Karangan Mulyo Raya no. 34 Wiyung (031-7530657)

Lamongan: Jl. Sunan Drajad no. 121 Demangan (0322-312364)

Jakarta: Jl. H. Pentul I no. 5, Radio Dalam, Kebayoran Baru, JakSel (08551045444)

Medan: Representative Person (Adi Mandala: 081802051762)

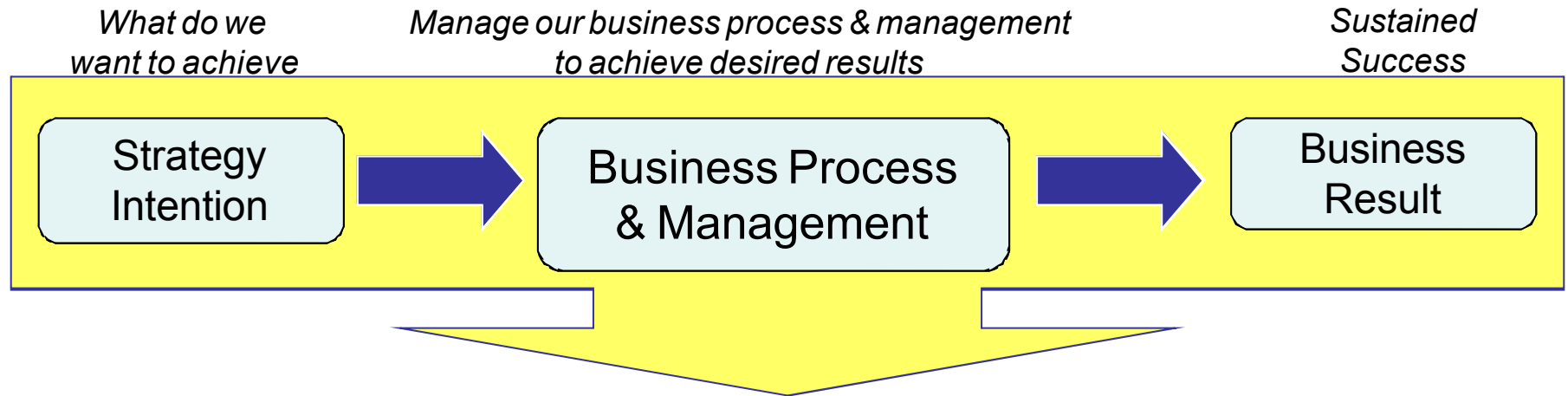
### **Our Portfolio:**

- A. CONSULTING Service**
- B. TRAINING Programs**
- C. Recruitment/Selection**
- D. Executive COACHING**

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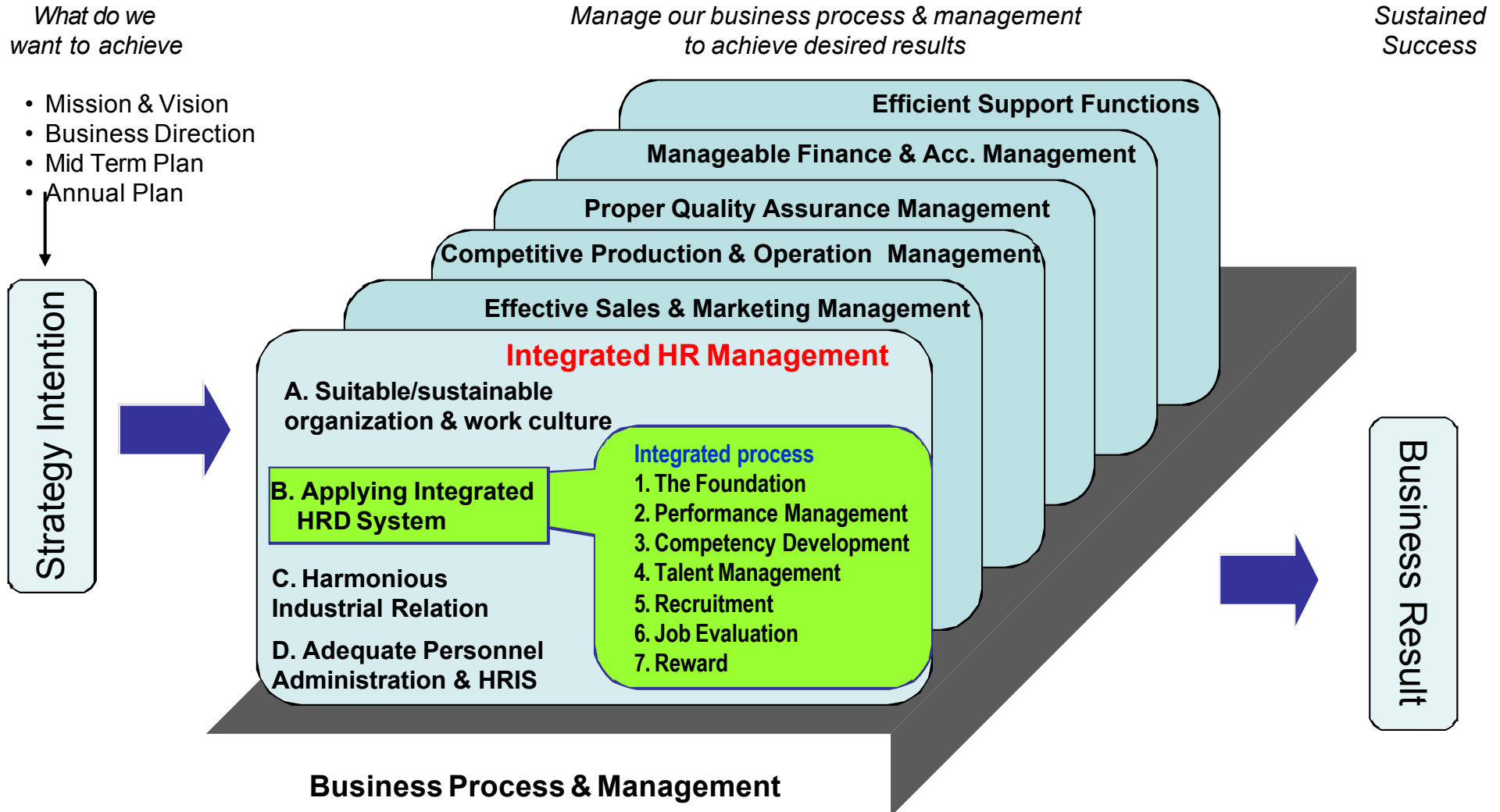
# The Link of Business & HR Management



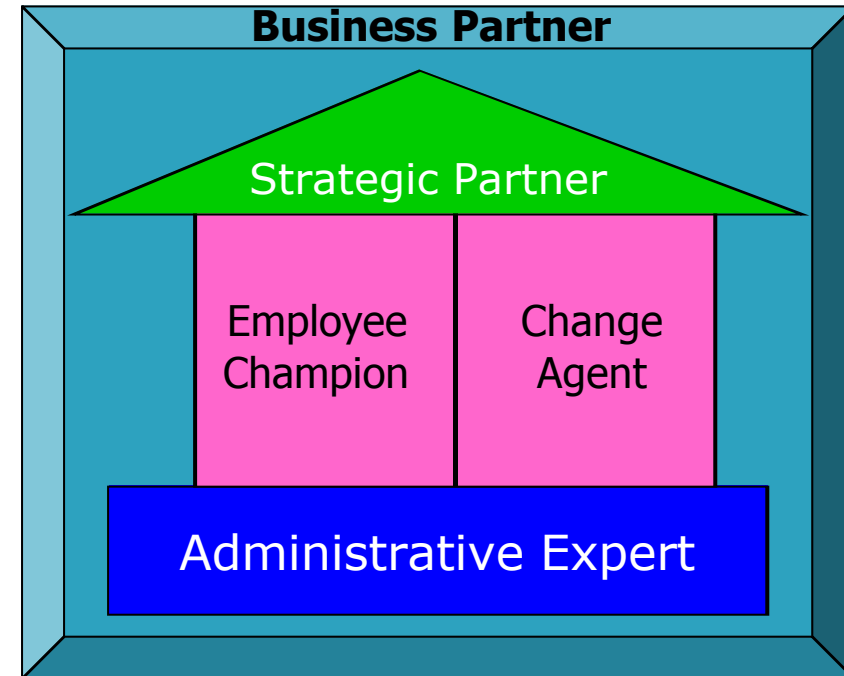
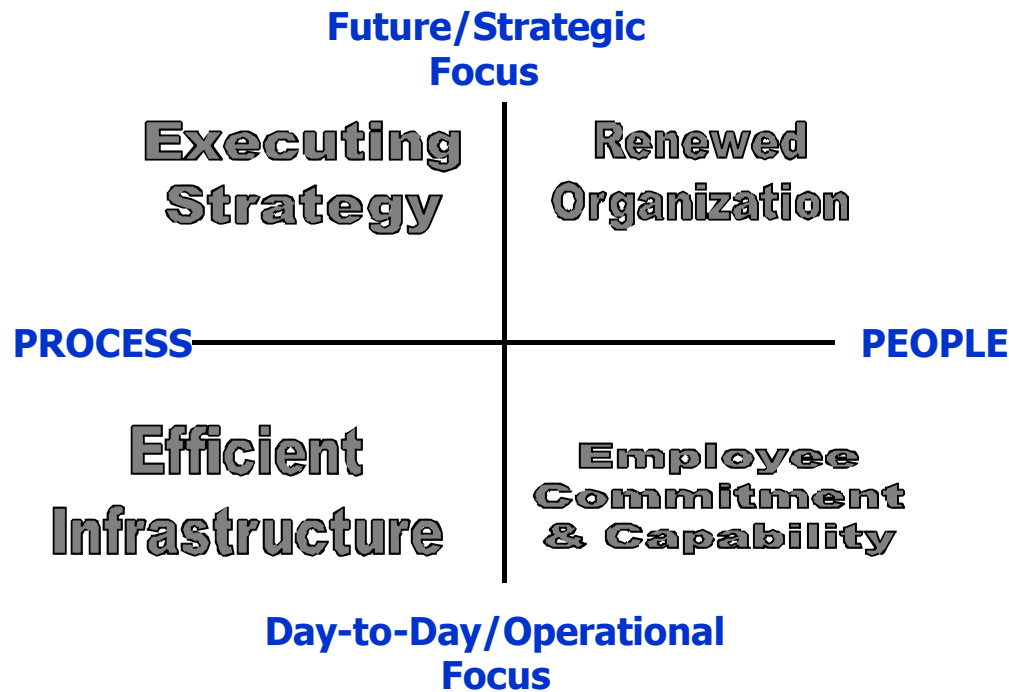


# General HR Management Function

Integrated HRD System is method in HR Management that focus on developing organization capability in addressing business strategy and to produce desired business result



# HR Role As a Business Partner



Reference: Dave Ulrich  
HR Champions

**Business Partner** = Administrative Expert + Employee Champion + Change Agent + Strategic Partner

# Detail of HR Management Role as a Business Partner

	ROLE/CELL	OUTCOME	METAPHOR	ACTIVITY
I	Management of Firm Infrastructure	Building an Efficient Infrastructure	ADMINISTRATION EXPERT	Re-engineering organization processes
II	Management of Employee Contribution	Increasing employee commitment & capability <b>(Competency)</b>	EMPLOYEE CHAMPIONS	Implementing Competency Management
III	Management of Transformation & Change	Creating a renewed organization	CHANGE AGENT	Managing transformation & Change: Ensuring capacity for change <b>(Competency Development)</b>
IV	Management of Strategic HR	Executing Strategy	STRATEGIC PARTNER	Aligning HR & business strategy

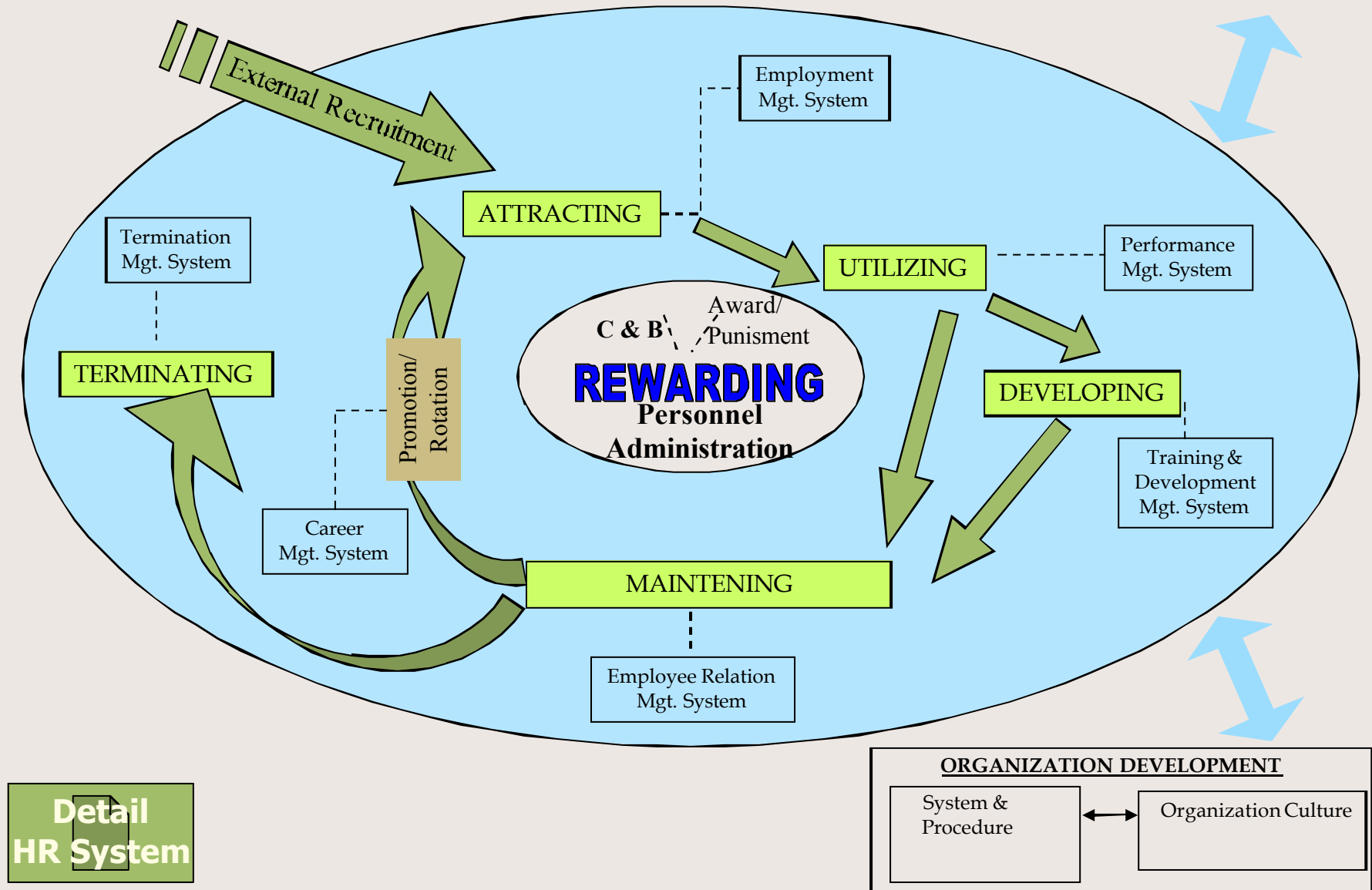
CB-HRM

## BUSINESS PARTNER =

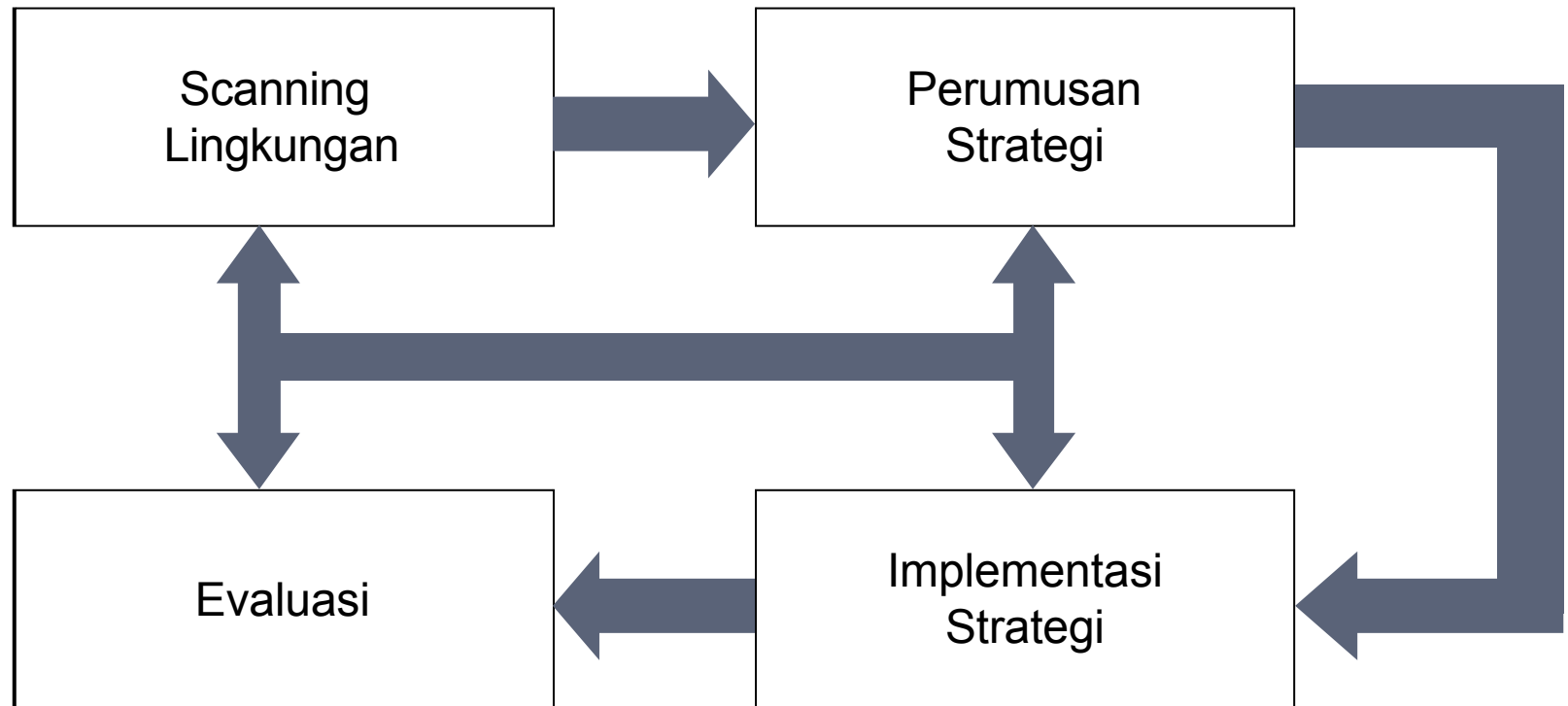
Efficient Infrastructure + Commitment & Capability + Renewed Organization + Executing Strategy

Source: "HR Champions" by Dave Ulrich, Harvard Business School Press.

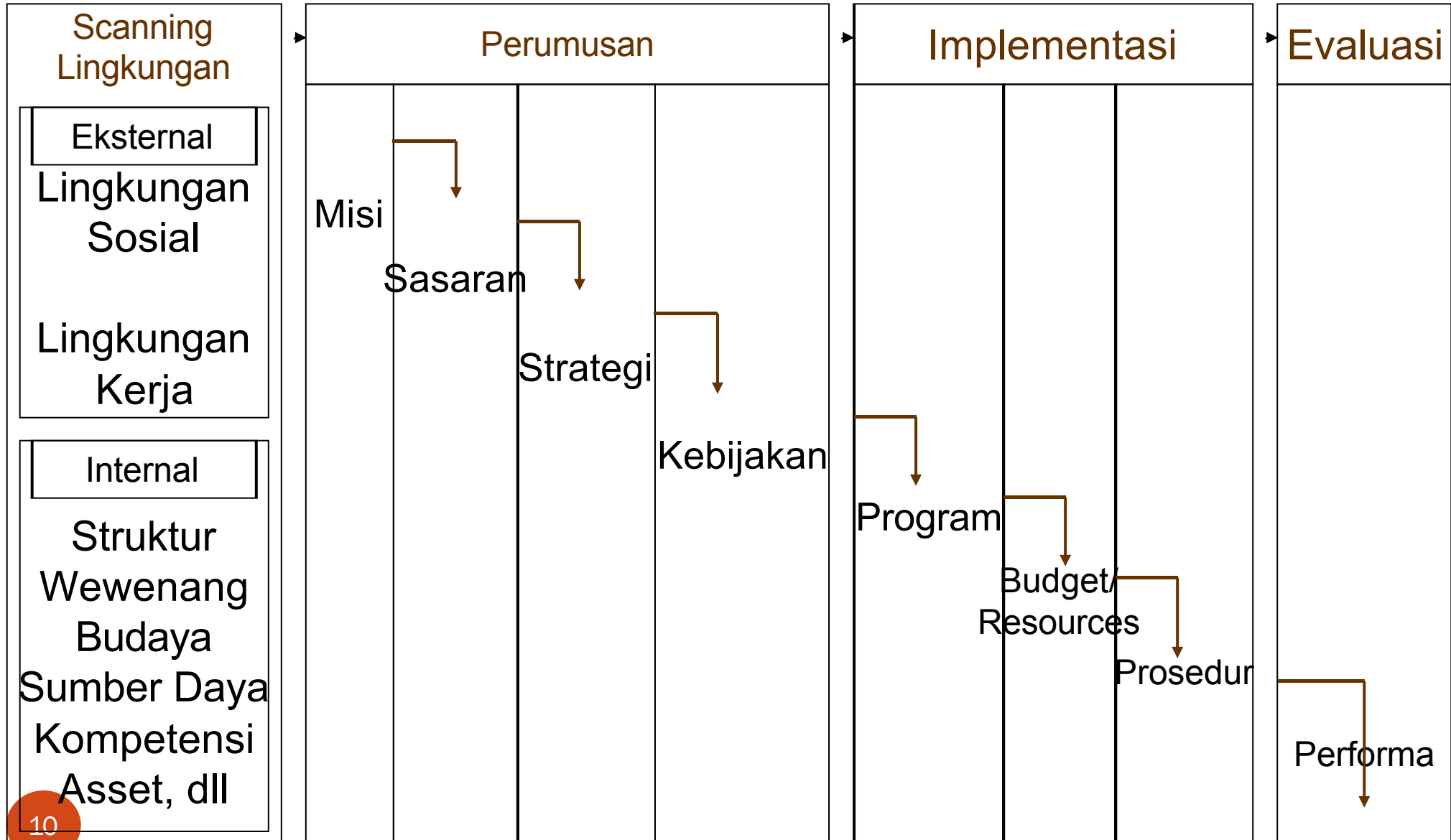
# General HR System



# Strategic Management - General Process



# Model Manajemen Strategik





# Contoh-Contoh Aplikasi

- ❑ Contoh Strategic HR Role through Training (Simple Role)
- ❑ Contoh Cara Sederhana membuat Strategic Planning (Excell File)
- ❑ Contoh HR Strategic Program

# Examples: Strategic Management Workshop

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## 1. Training of Strategic Management

- In-Class Training Program
- **Output**: Initial Draft of improvement program → Strategy Formulation and Action Plan from each Participant in their each area/function (post training assignment)

## 2. Coaching program

- 1 on 1 coaching process with each program's owner (@ 30- 45 minutes)
- **Output**: Applicable Strategy Formulation and Implementable Action Plan (post coaching assignment)

## 3. Special program in ensuring Execution

- Leverage the Strategy & Action Plan become a PROPOSAL
- Discussing the Proposal of Improvement Plan to get Endorsement from BOD that to be implemented
- HR as Resource Person in bridging the program's owner with BOD (enrichment/clarification/correction/suggestion/etc)
- **Output**: Proposal of Execution

## 4. Execution Control

- The implementation is coordinated by HR
- Get the learning process and define the next improvement plan

# Methodology & Scheduling

## The Training

- Presentation/Lecturing
- Discussion, Question/Answer & Brainstorming
- **Simulation & Focus Group Discussion**
- **Interactive Games**

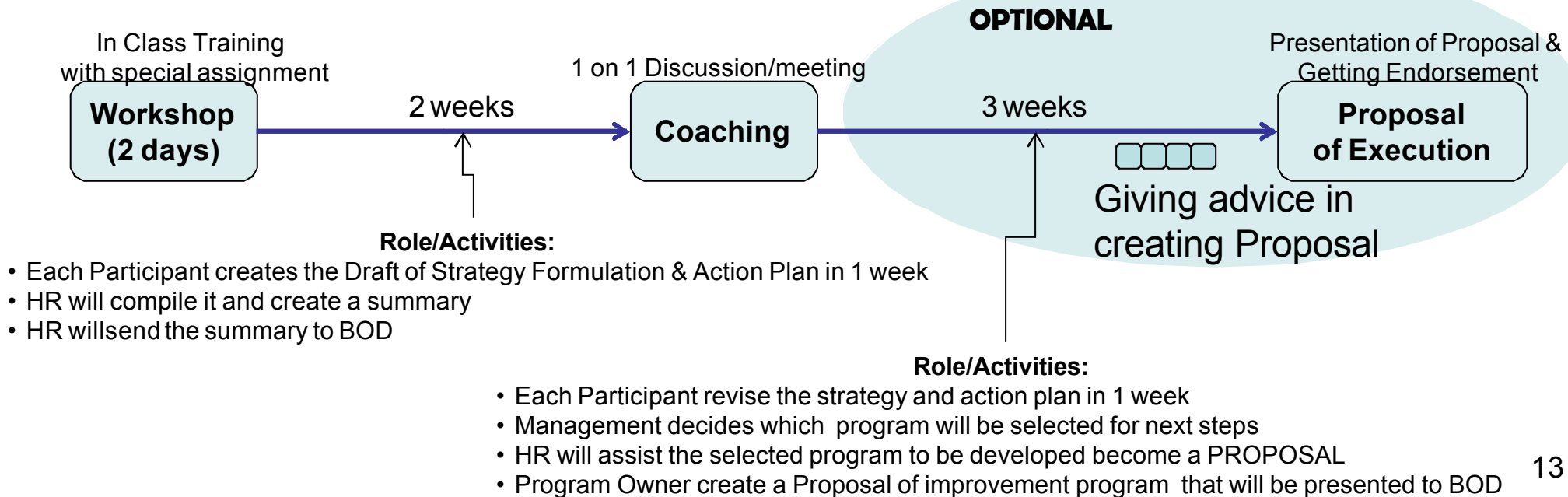
## The Coaching

- 1 on 1 discussion/meeting
- Feedback /input on strategy Formulation & Action Plan

## The Special program in ensuring execution

- 1 on 1 assistance to each selected program and then Giving advice in Developing proposal
- As Resource Person in Discussion Session with BOD

## Scheduling



# Contoh-Contoh Aplikasi

- ❑ Contoh Strategic HR Role through Training  
(simple Role)
- ❑ Contoh Sederhana pembuatan Strategic Planning  
(Excell File)
- ❑ Contoh HR Strategic Management Program

# Analisa Lingkungan...1

## SWOT Method

Analisa Lingkungan			SWOT Method			
			Strength	Weekness	Opportunity	Threat
EKSTERNAL	Sosial	Politik				
		Ekonomi				
		Teknologi				
		Sosial/Kultur				
	Kerja	Konsumen				
		Supplier				
		Kompetitor				
		Kreditor				
INTERNAL	Struktur					
	Budaya					
	Sumber Daya					

# Analisa Lingkungan...2

## Pro & Cons Method

Analisa Lingkungan			SITUASI/KONDISI	
			PRO	CONS
EKSTERNAL	Sosial	Politik		
		Ekonomi		
		Teknologi		
		Sosial/Kultur		
	Kerja	Konsumen		
		Supplier		
		Kompetitor		
		Kreditor		
INTERNAL	Struktur			
	Budaya			
	Sumber Daya			



**Directorate/Functional Level:**

[illegible]

# Developing HR Strategic

## 2. Sasaran-Strategi-Kebijakan

SASARAN	
1	
2	

STRATEGI	
1	
2	
3	
4	
5	

KEBIJAKAN untuk Strategi 1	

KEBIJAKAN untuk Strategi 2	

No	What		How & Where	WHO	How Much/Why	When

# Contoh-Contoh Aplikasi

- ❑ Contoh Strategic HR Role through Training (simple Role)
- ❑ Contoh Sederhana pembuatan HR Strategic Planning (Excell File)
- ❑ **Contoh HR Strategic Management Program**

TOOLS

Example

HR  
Strategic

# Requisite Capability of HR Person

## Becoming Key Player in Business

### Basic HR

- ▶ Personnel Administration
- ▶ Industrial Relation

### Organization & Development

- ▶ HRD System
- ▶ Organization & Culture

### Soft Skill

- ▶ Communication/Presentation
- ▶ Influencing & negotiation
- ▶ Coaching/Counseling
- ▶ Time Management
- ▶ Achievement Motivation & Flexibility
- ▶ Problem Solving & Decision Making

### Business & Management

- Business Process /System and Management Tools
- EL-Pro Spot:
  - ✓ Entrepreneurship
  - ✓ Leadership
  - ✓ Professionalism
- Strategic Management
- Change Management
- Project Management
- Basic Financial Knowledge (FINON)
- Basic of Business Knowledge :  
Sales/Marketing–  
Operation/Production/ SCM–IT–  
Administration

# TERIMA KASIH.....

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## Our Portfolio:

- A. **CONSULTING** Service
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