**IISWBM**

# SEMINAR REPORT

<u>**TOPIC OF DISCUSSION**</u>

*NAVIGATING CAREER PATHS IN HR :
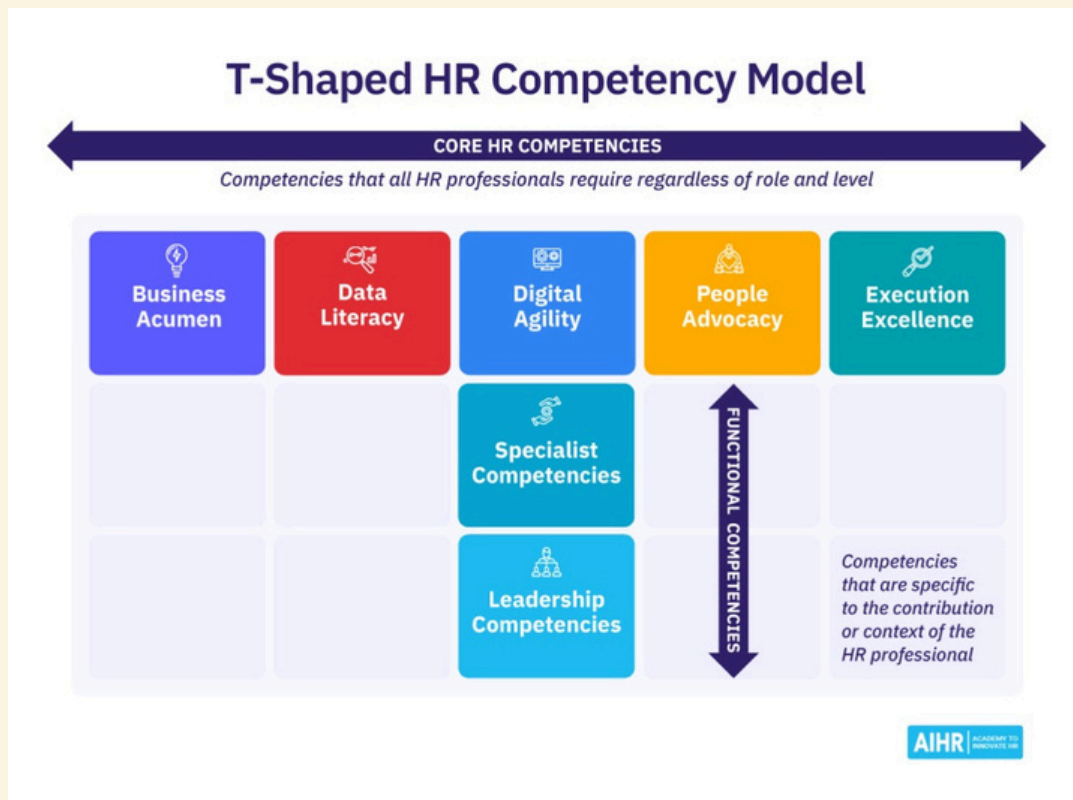PREPARING FOR THE DIGITAL
TRANSFORMATION*



**By**
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**IBM**

Today (11.09.2024), the MBA - HRM Department was enthralled to host Ms. TUHINA ROY DAVID through a very interactive and effective virtual session, imparting us knowledge about how the technological developments are changing the career prospects in the field of Human Resource Management.

We got to know that there is an increasing demand for HR professionals who have expert knowledge in their respective HR disciplines and can collaborate across disciplines with different clients to manage a wider variety of projects. We refer to this next generation of HR talent as the T-shaped HR professional.

**T-Shaped HR Competency Model**

CORE HR COMPETENCIES

*Competencies that all HR professionals require regardless of role and level*

| Business Acumen | Data Literacy | Digital Agility | People Advocacy | Execution Excellence |

Specialist Competencies

FUNCTIONAL COMPETENCIES

Leadership Competencies

*Competencies that are specific to the contribution or context of the HR professional*

AIHR | ACADEMY TO INNOVATE HR

A T-shaped HR professional masters five Core <u>HR Competencies</u> that empower them to enable both the business and employees (the horizontal part of the "T"). These are:

- *Business Acumen*
- *Data Literacy*
- *Digital Agility*
- *People Advocacy*
- *Execution Excellence*

The Core Competencies are complemented by Specialist Competencies that depend on their specific role or organizational requirements (the vertical part of the "T").

For HR leaders who manage people teams, being a T-shaped HR professional also entails mastering Leadership Competencies.

**The 4 Types of People Analytics**

| Descriptive Analytics | Predictive Analytics |
| --- | --- |
| What happened? | What will happen? |
| Diagnostic Analytics | Prescriptive Analytics |
| Why did it happen? | How can we make it happen? |

We also gathered knowledge about People Analytics, which is at the center of Human Resources. Decision-making about people in an organization is now heavily analytical and data-based, and having and utilizing well-functioning people analytics is crucial to winning the war for talent.

The terms people analytics and HR analytics are frequently used interchangeably. However, there is a difference. HR analytics implies the data is exclusive to Human Resources, while people analytics goes beyond HR and includes finance, customer, marketing, and other data sources.

The 4 types of people analytics are :

- *Descriptive analytics*
- *Diagnostic analytics*
- *Predictive analytics*
- *Prescriptive analytics*

**And lastly, we learned about Personas , how we need to use persona - specific cases to meet the needs of the clients.**

**A user persona is a fictional representation of our ideal customer, which we create based upon our research to represent the different user types that might use our service, product, site, or brand in a similar way. Creating personas will help us understand our users' needs, experiences, behaviors and goals. Creating personas can help us step out of yourself. It can help you recognize that different people have different needs and expectations, and it can also help us identify with the user you're designing for. Personas make the design task at hand less complex, they guide our ideation processes, and they can help us to achieve the goal of creating a good user experience for your target user group.**

**So, in conclusion through technological interfaces HR can transform  drastically leading to customer experience based HR initiatives.**