

FOR IMMEDIATE RELEASE

Is your HR Department Pushing your Paper or your Bottom Line?

TORONTO—April 5, 2006. (Drake) Is your organization missing the opportunity to create a strategic profit partner from the team that knows your people best? If your Human Resources department isn't a strategic component of your leadership team, how can they recruit and retain the best talent to achieve your business goals? An engaged workforce can't be created by a disengaged HR department that hasn't been brought into the leadership arena.

Initially, employees were considered a commodity, obtained like any other by a Personnel department. The Human Resources department that evolved from this system became more complex—evolving into a field of study and a profession. These efforts are focused upon HR becoming a business partner that ensures that people strategies are aligned with business goals. But, not every HR department has evolved this way. Most tend to work blindly in a business landscape that is changing very rapidly around them, leaving them, and their organization to fall behind, both in the expectations of their employees and their customers.

Human Resources needs to earn its spot at the leadership table on its own merit, running itself like its own internal business. What does this mean? It means that HR must go beyond being a partner to the business, operating almost like a separate entity where the business is the sole client.

One of the most difficult things to measure has been the influence of HR upon the organization. Typically, Human Resources has measured activity, such as, the number of hires, the length of time it takes to hire, the number of people trained, etc. While important, these are administrative tasks that do not directly impact the bottom line. Research has identified that a disconnect exists between how accounting departments measure

results, and how HR departments provide results. Bring your HR to the leadership table, align their goals to your business objectives to measure the real value they add.

Ensure that your HR is achieving success for your organization. Drake has a new whitepaper (at www.drakewebinars.com) that describes the three phases that HR must undergo to achieve maximum effectiveness and optimize market opportunities. The whitepaper details how to take HR to the next level, covering topics like employment branding, shrinking candidate pools, the global virtual workforce, employee engagement, knowledge loss, re-skilling, loyalty in decline, talent management, and more.

To find out more on how to take your HR out of the back room and put them where they belong, in the boardroom, contact Drake's Integrated HR Solutions Manager at +1416 216 1020 or visit their website at www.drakewebinars.com. A complimentary webinar on this topic will be presented on Wednesday April 26th from 12 p.m.–1 p.m. EST. Register today at www.drakewebinars.com.

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