VALUE TALK

A MONTHLY NEWSLETTER BY ADD VALUE CONSULTANTS

Add Value Consultants is a leading Management Consulting Firm serving Indian Industries. This Newsletter is an endeavor to provide updates, understanding and sharing of global practices to the Business Owners, Mangers, Academicians and Executives.

CONTENTS

ISSUE: 02

VOLUME: 05

YEAR 2023

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Editorial Note

Dear Readers,

As we are already at the end of February, organizations are busy preparing the budgets, setting up the accounts and planning the growth for the upcoming year.

We often hear the word "Design Thinking" in industry and corporate news and articles. What exactly design thinking is all about? Also, if we talk about HR, the role of HR in 2023 will be different and crucial to organizations growth and improve the overall performance. But what if we apply design thinking to HR to drive the workforce successfully and get the desired results...!!!!

Let's learn and understand from the expert. In this issue we have covered an article on "Applying Design Thinking to HR in 2023" by Mr. Srinivas GRK.

Have a Great time...!!!

Regards,
Brinda Bhatt

APPLYING DESIGN THINKING TO HR IN 2023
BY SRINIVAS GRK

"THERE'S NOTHING WORSE THAN DOING THE WRONG THINGS RIGHT."
-PETER DRUCKER

Introduction

Are you ready to explore what the future of HR has in store? Fast forward to 2023—a world where Artificial Intelligence (AI) and Human Resources (HR) have merged, and design thinking is the engine that drives a successful workforce.

Design thinking has long been a central tenet of creative problem-solving, but what happens when we apply it to HR? In this article, we'll discuss how design thinking can help transform the way we approach Human Resources in the next decade.

We'll look at current trends in AI and how they could shape HR practices in the future, with case studies from some of today's biggest companies that are already making this shift. We'll unpack ways for companies to attract top talent and maintain competitive hiring practices, as well as tips for implementing design thinking in your HR strategy.

Why Is Design Thinking Relevant for HR in 2023?

It's no secret that work is changing. As technology advances and global markets become increasingly interconnected, the modern workplace looks vastly different from just a few years ago. In order to keep up with these changes, HR departments are turning to an unconventional ally—design thinking.

A recent study by the McKinsey Health Institute found that one in four employees globally report experiencing symptoms of burnout (a recent Pew Research Center study also mentions the same stats). Moreover, the study highlighted a 22% gap between employer and employee perceptions of well-being at work and identified a strong correlation between toxic work cultures and burnout.

Organizations are under pressure to reassess their policies and programs in order to mitigate the negative effects of employee burnout, silent departures, and resignations, which can have

a detrimental impact on performance. To address these challenges, companies must go beyond merely offering flexible work arrangements and instead create a culture that celebrates authenticity and Empathy among colleagues, thus encouraging positive engagement and job satisfaction.

The traditional approach of relying solely on attractive pension plans and stable career trajectories to attract and retain top talent is no longer sufficient. In today's highly competitive job market, companies must vie for the attention of the best candidates, and the cost of recruitment, hiring, and assimilation can run as high as $240,000 per employee. To cope with these challenges, organizations must reevaluate their employee acquisition, engagement, and retention strategies.

During these challenging times, HR can apply the Empathy driven, Design Thinking approach which can be a game-changer while hiring and retaining employees. Design Thinking is front of mind for HR

professionals around the world, with 79 percent of executives in the Global Human Capital Trends survey identifying Design Thinking as an important or very important topic.

What is Design Thinking?

Design thinking is a human-centered approach to innovation and idea creation. It is a process that, when applied, can transform organizational challenges into opportunities. It helps develop solutions to problems customers encounter. When it comes to HR, the customers are generally internal customers (i.e. employees).

The Design Thinking approach is centered around the end-users and their needs, with a focus on developing solutions that cater to them. Empathy is a crucial element throughout the process, and input from people is the driving force behind the outcomes and solutions generated.

Design Thinking may challenge even the most seasoned professionals. By acknowledging that there is no preconceived solution to the problem at hand, individuals are forced to

operate in a state of uncertainty. Although this may not be comfortable, it enables creative exploration, encourages the generation of various ideas, and ultimately leads to innovative and unforeseen solutions.

When and where can Design Thinking be applied to HR?

- To solve complex HR problems
- To solve HR problems in a collaborative way
- To create a path to HR innovation
- To generate Empathy for employees
- To reduce risk in the HR innovation process
- To develop new HR ideas
- To generate a culture change

By applying design thinking to HR processes and initiatives, HR departments can create more effective and efficient solutions that meet the needs and expectations of employees. This can lead to increased employee satisfaction, engagement, and productivity, which can have a positive impact on the overall success of the organization.

Tailored and personalized learning and development opportunities for employees are becoming increasingly important.

According to a recent study, among all the perks that employers can provide, millennials place the greatest value on benefits that promote learning and development.

Supporting Tools to Implement Design Thinking in HR

Design thinking is a powerful tool, and applying it to HR can bring real success. But how can you make sure you're getting the most out of your design thinking initiatives? The answer is simple: by using the right tools.
With the right toolset, you can make sure that you're designing for the future workforce effectively and efficiently. Here are some of our favorite tools for making design thinking in HR possible:

- **User Persona**
- **Journey Mapping**
- **Empathy Mapping**
- **Prototyping**

Conclusion

As the global workspace rapidly evolves, it's more important than ever for organizations to take a human-centered approach to designing their HR practices. By placing sweeping systemic changes within the

framework of design thinking, organizations can create meaningful, strategic solutions that are tailored to the unique needs of their workforce. Design thinking evolves with the future, allowing organizations to adapt with speed and agility to meet the demands of the changing workplace. With an eye to 2023, it's never too early to start implementing design thinking at the core of your HR strategy—it's the key to a successful future workforce.

About the Author
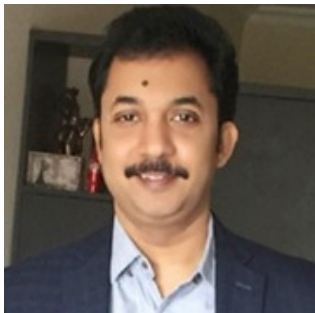
Mr. Srinivas GRK is a Senior Executive with 20 years of Experience in Technology Consulting. He worked with a leading companies like Oracle and is known for his ability to drive Business Innovation through Agile Transformation and Design Thinking.

Value Events

Had a wonderful online session on Ask me Anything in HR: **"Moonlighting- How to deal with?"** jointly organized by *ISTD Rajkot, Saurashtra-Kutchh HR Forum and Add Value Consultants*.

Mr. Bibhas Biswas, AM-HR, IOCL had shared insightful information on Moonlighting and how organizations can deal with it effectively.