Write a high-level strategic human resource management plan (3-4 pages).

The purpose of this assignment is to simulate the thought process managers use to connect unit goals with organizational strategy. The students are not expected to produce a detailed strategic plan (which in actual organizations can exceed 100 pages). Rather, the expectation is that students demonstrate consideration of the multiple complexities involved in strategic planning.

The assignment is centered on the strengths, weaknesses, opportunities, and threats (SWOT) model of analysis, and the specific, measurable, achievable, relevant, and time-bound (SMART) model of goal setting.

Access the GCU Library, relevant course materials, Internet resources, and the HRM Webliography to research SWOT analysis, SMART goals, and models of strategic proposals.

Access your **Scenario Generator Report**, which includes a description of the organization, points to reflect on, a SWOT analysis, and directions for a SMART goals report. Use this information to write the Strategic HRM Proposal.

The Strategic HRM Proposal should be in the form of a professional report. There is no single, correct manner of presentation. Creative thinking is expected. The formatting is secondary to the content and application of knowledge. However, the proposal should be organized in a readily comprehensible manner that conveys a thorough understanding of course objectives. Graphics, bulleted lists, tables, and charts are acceptable. Include the following:

* Introduction and conclusion that make relevant connections to course objectives.
* Summary of the organizational description included in your **Scenario Generator Report.**
* Reflection and application of each point included in your **Scenario Generator Report** (two to three fully developed sentences per item).

While APA format is not required for the body of this assignment, solid academic writing is expected, and in-text citations and references should be presented using APA documentation guidelines, which can be found in the APA Style Guide, located in the Student Success Center.

**Type:** Publicly Traded

**Size:** Large Corporation

**Sector:** Bank

**Funding:** Revenues based

**Stakeholders:**

Vendors

**Decision makers:**

Stockholders/Market

**Formal organization:**

For-profit corporation

**Human Resources Department:**

Strategic and Transactional

**Stage in Organizational Lifecycle:**

Maturity

**THESE ARE THE GIVEN CONSTRAINTS:**

**ORGANIZATIONAL BACKGROUND:**

**Founded in:** 1975

**Dedicated to:** The company is striving to continue to expand its

products and services in new industries and international markets.

There are numerous, yet untapped opportunities, which will propel the

company into the next phase of development.

**Culture** Although this is a very large company, we are trying to

maintain a small company feel, in which management is accessible and

open to communication from all employees. Within each business unit,

the objective and implementation plans are developed in close

collaboration with employees and managers.

**Structure:** structure

**Mission statement:** Able to be, flexible and allow the organisations to

respond rapidly to both market and customer needs.

**Vision statement:** Our vision is to be the best company in the

world--in the eyes of our customers, shareholders, communities, and

people. We expect and demand the best we have to offer and aspire to

become the company most admired for its people, partnership, and

performance.

INTEGRITY: By dealing honestly with our clients, staff, vendors and

community.

RESPONSIBILITY: By considering the environment in which we do

business, community views and the common good.

PROFITABILITY: By being aware that an appropriate level of profit is

necessary to maintain our business and allow our values to continue to

be observed.

**Values statement:** In conducting our business, we will realize our

vision by performing our affairs so that our actions provide

confirmation of the high value we place on:

**Present goals:** To reduce delivery and distribution time of products

and services. To reduce the number and frequency of customer

complaints, and to improve the response time of customers inquiries.

**Past goals:** To reduce employee turnover by 20 percent by introducing a

new employee assistance program. To improve productivity by

implementing a company-wide training program. To actively recruit

skilled workers into the organization.

**Brief SWOT analysis:**

**Strengths:**

Known brand

Positive cash flow

Experienced management

Known for product quality

**Weaknesses:**

Experienced management approaching retirement

Insufficiently diversified revenue streams

**Opportunities:**

Improving economic outlook

International expansion via Internet business

Buy out some competitors

**Threats:**

Vulnerability to recession and business cycles

Unproven relationship between government and private sector

Changing needs and preferences of stakeholders

Changes in regulation, standards, and compliance requirements

**FEEDBACK:**

**Customer feedback:**

Negative comments:72

Positive comments:40

Issue resolution:3

Reachability:4

Cancellation:4

Friendliness:1

Product knowledge:8

Overall:3.4

**Employee feedback:**

Negative comments:90

Positive comments:55

Negative comments:90

Positive comments:55

Issue resolution:0

Reachability:1

Cancellation:3

Friendliness:6

Product knowledge:7

Overall:2.9