

3 Fragen an 5 Influencer



Volker Jacobs is TI People's CEO and Founder and is among the Top 40 Global Influencers in HR 2018



Tim Sackett is President of HRU Technical Resources and is among the 40 Top Global Influencers in HR 2018



Anne Lamberts helps companies implementing organizational change and writes a blog about Change Management, HR and Leadership. (www.anne-lamberts.de/blog)

How do you see your role as an HR Influencer?

I have seen too many HR transformations fail: An efficiency program in its core (shared services, automation), HR has painted its transformation as a business partner model, promising extra business value. But the business didn't buy in. Hence, no partnership, no business value. By aiming for the opposite, HR made itself a more cost driven function than ever. It is my role to help change that: In a digital age, business value from people management is mandatory. And doable.

I think my role as an influencer in the HR space is to help HR Pros and Leaders to discover new and interesting things in our space. What I love most about blogging and speaking to HR and TA pros is telling them or showing them something new that they didn't know about, or putting a different spin on something they know well, but making them think about it in a different way. I get as much out of the audience as they get out of me. The community that we've created together is so powerful and sharing, it's pretty amazing.

As an Organizational Development Consultant with HR roots, I provide the HR community with know-how about organizational change. My impression is, that in times of Disruption, Digital Transformation and New Work, HR professionals are constantly facing new trends and challenges. By viewing those through the lens of organizational theories and my consulting experience, I try to give orientation in volatile times.

What is the most important topic in the field of HR right now, in your opinion?

Employee Experience (EX) it is. Applied correctly it bears the potential to create business value with a direct line of sight to cost and revenue. The success formula: Design + share + measure EX + act to improve = business value.

Talent. In the U.S., Japan, and many other countries we are facing a talent shortage that is critical and rapidly getting worse. Demographics are working against us in way we can't change quickly as our populations are aging very rapidly. More people leaving the workforce, then entering, and it's up to HR and TA to figure this out. Our CEOs will tell us "Talent is our most important resource!" But I truly believe they have no idea the problem that is coming at them.

To me, it's still the question of how to support the business effectively in providing real value to its customer. Today, this means making intelligent and compliant use of digital tools and creating flexible HR products. In many organizations, this means a huge change for the HR function itself.

What is your vision for HR?

I fully believe that HR leaders are uniquely positioned to have the most impact in their organizations. My vision is to empower HR leaders to step into that role, welcome the responsibility, and deliver high impact results.

Okay, for real, my vision for HR is that every HR pro and leader become a business pro and leader. It's what our executives expect from finance, and operations, and sales, and it's what they should expect from HR.

I wish to see HR as a humble but appreciated function. I often observe a competition between HR and Management who both claim to know best what their organization needs. Why not work together instead?

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Marcus K. Reif has been writing his blog for over 20 years. Professionally, he works as a personnel manager and was previously u.a. at Goldmann Sachs and Ernst & Young.



Stefan Scheller, Persoblog-ger.de, writes one of the most famous HR-Blogs in Germany concerning Employer Branding and Recruiting.

How do you see your role as an HR Influencer?

The world is getting more and more overloaded with news, information and rapid changing scenarios. We can't get along with the evolving world outside in the first place, and there is no guidance or direction how to handle our operational work. And sometimes people feel such overloaded that there is no room for strategic thinking. I'm sure that influencing the people in our profession with good results, ideas and how-to's will help them to do their jobs better!

There is nothing like a natural born influencer. You are only an influencer if and as long as people follow you and your opinion. To be this relevant, you have to work hard for years and with lots of love for HR, digitalization and the human being. Heavily networking online and offline requires a lot of openness and takes much time. And my fulltime work for a wonderful German company called DATEV eG gives me the opportunity to learn a lot about recruiting in practice which is one of my USPs.

What is the most important topic in the field of HR right now, in your opinion?

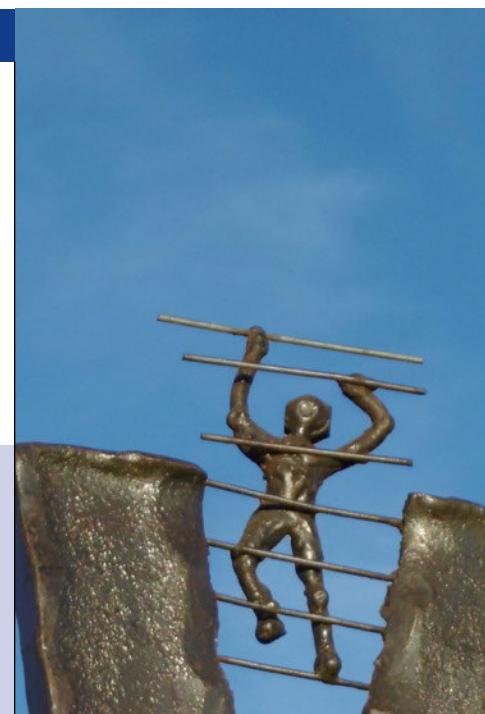
People & Culture, as a state-of-the-art term for what most of the world is calling HR, is the interaction of three areas Leadership, People and Methodology. We've to find and hire the right people with appropriate skills at the right time. Best leadership, modern and trustbased culture will help us to achieve outstanding results. Methodology is key to keep business running. Digitalization, Automated Sourcing are only instruments, added onto our people & culture triangle.

It is for HR to create adequate conditions that strongly support the digital transformation process of the company's business and to generate value for its internal customers. Or even better: for its internal partners. As this requires a whole new HR mindset, it's the biggest change to be dealt with.

What is your vision for HR?

Speed up our HR agenda to the next level, from good to great. Take the responsibility, add value to the business strategy and deliver truly the highest excellence – with people and culture centrality and the best talents on our people management department.

My vision: HR reinvents itself and becomes a real partner of the business units and opens itself to technical innovation such as AI. And simultaneously strengthens the human factor at work.



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