

## Africa's leading one-stop HR solution provider.



## **BUSINESS AND HR STRATEGY**

Our approach is collaborative, forming a team with key stakeholders within the organization, and developing the business strategy in five main phases.

**Current State / Baseline:** Together, we reaffirm the organization's mission, vision, and values, establishing a strategic context. Our associates also evaluate the current situation in terms of internal factors, external factors, opportunities, and threats.

**Formulate Future State:** Using a variety of facilitation tools, our associates collaborate with the team to formulate the strategic vision, value proposition, competitive differentiation, and strategic alternatives. This phase includes development of the high level "strategy story," a strategic narrative that is powerful, compelling, and easy to remember.

**Specification:** Our Associates now develop the strategy in more detail in terms of objectives, a three to five year road map, and key metrics.

**Planning:** Now the strategy must be fleshed out in terms of strategic initiatives along with detailed plans for each functional area.

**Execution:** Carrying out the strategic plan includes assigning responsibility for each initiative, program/project management, and organizational change management.

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