



A quick survey on “HR Branding”

1.0 INTRODUCTION

1.1 A quick survey was conducted by Prime Point Foundation (www.primepointfoundation.org), as part of December 06 issue of Corporate e-zine PR-e-Sense.

1.2 The survey was to get the perspective of cross section of the people on various HR aspects.

1.3 A set of questionnaire was prepared and was uploaded in our site. The information was circulated in various PR/Media and HR groups, inviting the responses anonymously.

1.4 148 respondents from across the country participated in this survey. Composition of the respondents are as follows:

1.5 IT/ITES – 100 respondents (68%) and others 48 (32%)

1.6 Indian companies 77 respondents (52%) and MNCs 71 (48%)

1.7 Male 99 respondents (67%) and Female 49 (33%)

1.8 Top Management 16 (11%), HR Managers and other HR related Offices/consultants 67 (43%), Middle level Managers 32 (22%) and others including juniors 33 (22%)

2. SUMMARY OF FINDINGS

2.1 What freshers prefer -- What according to you, are the factors that determine the company's reputation amongst the 'freshers' to perceive 'as a better place to work'. (give two options that come to your mind immediately)

2.1.1. Compensation and the growth opportunities seem to be prime factors for 'freshers' to consider joining any organisation.

2.1.2. Broadly the following are the views:

Views	%
Salary and Compensation	71
Opportunities for career growth	70
Culture within the organisation and human treatment	39
External image	32
Performance of the company	16
Leadership and Management	11
Others	1

2.2. Retaining of talents -- What, according to you, are the important motivating factors to the existing employees to 'stay back' in the organisation (give two choices that come to your mind immediately)

2.2.1. Besides Compensation and opportunity for career growth, 'good human treatment' seems to be the preference of existing employees to stay back in the organisation.

2.2.2. Broadly, the following views have emerged:

Views	%
Salary and Compensation	62
Opportunities for career growth	60
Culture within the organisation and human treatment	53
Leadership and Management	31
Work challenge	30
Performance of the company	12
External image	6
Others	5

2.3 Which one will enhance the 'pride of the employees' about their company? (Give only one choice that comes to your mind immediately)

2.3.1 Performance of the company and quality of the products/services seem to give pride to the employees.

2.3.2 Broadly, the following views have emerged:

Views	%
Performance of the company	51
Quality of products and services	26
Corporate social responsibility	11
Chief Executive officer	5
Others	7

2.4 What do you think is the major challenge for the Corporates currently? (only on HR perspective)

2.4.1. Broadly the following views have emerged:

Views	%
Attrition rate	51
Bad attitude of employees (lack of team spirit, soft skills, leadership qualities)	35
Poor quality of work	8
Others	3

2.5 What do you think about the Corporate HR Departments? Are they 'Pro-active' or 'Re-active'?

2.5.1 Pro-active (Planning ahead to control a situation, before it happens) - 36% ; Re-active (Taking action after it happens) – 63%

2.6 Feedback systems from the employees: How effective are the present 'employee - satisfaction feedback reports'? Do they really reflect the perceptions and aspirations of the employees or only an 'eye wash' to comply with ISO formalities?

2.6.1 The views are given below:

Views	%
Excellent	8
Very Good	18
Good	39
Average	20
Poor	14

3.0 Conclusions

3.1 Freshers seem to consider compensation and growth opportunity as the prime factors for joining any organisation. Even after joining the organisation, these two factors seem to dominate as prime factors for them to 'stay back' in the organisations. Expectations on 'human treatment' seem to increase.

3.2 The employees seem to take pride based on the Company's performance and on the quality of products/services. (More than 77%)

3.3 Attrition and bad attitude of the employees seem to be the major challenges facing the Corporates. (More than 85%)

3.4 Nearly two-third of the respondents feels that HR Departments are only 'Re-active' and not 'Pro-active'

3.5 Nearly three-fourth of the respondents feels that the 'feedback system' is only moderate or below average.

4.0 Recommendations

4.1 The prime expectations of the employees are more on compensation and career growth. Career growth depends on the opportunities available in the company and the right attitude of the employees to develop their skills. While the large companies may be able to provide good compensation, they may not be able to provide different opportunities for sharpening their skills. While small and medium companies may be able to provide good opportunity for sharpening the skills, they may not be able to provide huge compensation, as compared to large companies.

4.2 In view of large volume of recruitment and heavy expectations of the employees, HR Managers and the CEOs are in a confused state. To bridge the gap, the Corporates need to understand the 'perception of the employees' and internally communicate effectively with them, the ground reality and giving them the ways to sharpen their skills for long term benefit.

4.3 **Small and Medium companies** do not give much importance to internal and external communication. They need to project externally the strength and opportunities they provide to the young talents in shaping their career. This would attract young talents, in spite of the huge compensation provided by large companies.

4.4 **HR Departments** need to reorient themselves to the changing environment and closely work with the Communicators in working out internal and external communication strategies. They should professionalise the feedback system to

get the real views of the employees, instead of resorting to compliance of ISO and other formalities.

4.5 **Youngsters**, who are seeking employment and those who are employed, should understand the ground reality and strike a balance in their expectations. They should realise that the current trends of 'huge compensation not matching with the skills' is only a bubble and they should start developing the fundamentals and basics to develop their career systematically. They should not fall 'prey' for such hypes, in the larger interest of young talents, Corporates and the Nation.

4.6 **Media** has a greater role to play. Presently, media looks for big names and create an 'un-natural hype' by publishing the huge compensations offered to few people. They need to project the ground reality and guide the youngsters to shape their career path, by developing skills. Many small and medium companies have good HR practices and they contribute a lot in shaping up the talents. They need to be highlighted to educate the young talents.

4.7 There is an urgent need for addressing the HR Challenges by the Corporates, HR Managers, young employees and the Media in the larger interest of youngsters, Corporates and that of the country.

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