

HUMAN RESOURCE MANAGEMENT

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Submitted to

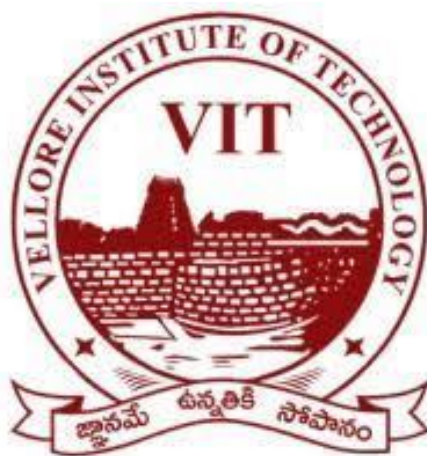
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APPLICATION OF HUMAN RESOURCE MANAGEMENT CONCEPTS IN THE WORKPLACE: A COMPREHENSIVE ANALYSIS

Introduction

High employee turnover is a major business risk in fast-moving services industries where employees work in marketing agencies, IT consultancies and creative firms. The work of projects can be based on specific people whose abrupt departure can ruin relations with the clients, make terms later, and slow down the productivity.

Succession Planning, being a component of Human Resource Planning (HRP) is not a hypothetical concept in such settings, it is critical to business survival. It plays the role of making sure that nothing goes wrong with leadership and other important roles even in the event of unforeseen vacancies. The analysis below justifies how I would actually go about succession planning in a marketing agency.

1. Identifying Key Roles

Initially, it is important to figure out the roles that have a direct influence on the satisfaction of clients and the revenue of the company, for example, account managers, creative directors, and digital strategy leads. Such a loss of key employees may lead to the interruption of campaigns and the decrease of client trust. Being a part of the HR team, I would definitely consider these as the most important positions and devise a succession plan without delay to be able to continue the projects in a calm way.

2. Building and Managing a Talent Pipeline

- Once roles that are vital to the organisation are figured out, I would internally evaluate staff and group them into three categories: **ready-now** (immediate replacement), **ready-soon** (need short-term mentoring or training), and **high-potential** (future leaders requiring long-term development).
- Development would be facilitated through job rotation across departments, mentorship programs with senior leaders, shadowing in client meetings and decision-making, and selected training sessions on negotiation and project management.
- Readiness would be a continuous monitoring effort through monthly performance reviews and HRIS tracking of skills, engagement, and leadership progress.

- During transitions, the **outgoing employee** documents project details, the **successor** shadows during the handover, and **management** confirms readiness before transferring authority.

3. Real-World Scenarios

Scenario 1: Sudden Resignation of an Account Manager

If there is no plan, these projects could be delayed for months because of team panic and poor client communication. However, if there is a plan, a Ready-Now Junior Account Executive who has already been mentored and trained can immediately take over.

Scenario 2: Extended Leave of a Creative Director

Without a plan, projects lose their creative direction resulting in deadlines being missed and the company's reputation getting worse. A Senior Designer who has been prepared for leadership and takes on the temporary role, ensures the creative quality remains and the team stays motivated, is the way to have a plan.

Conclusion

Succession planning is a process through which HR is changed into a strategic function that keeps the company stable and ensures business continuity. It cuts down on the expenses related to sudden hiring, stops projects from being delayed because of a lack of workforce, and energizes employees by giving them transparent career development prospects. In industries where there is a high rate of employee turnover, it is not only a means of maintaining productivity but also a way of increasing loyalty through the identification and preparation of internal talent for taking up leadership positions. Companies with a well-organized talent pipeline, frequent performance monitoring, and easy transitions are, therefore, able to stay strong, focused on their clients, and prepared for challenges in the market.