



development programs should be encouraged to keep the staff updated with the latest trends and practices relevant to the company's business objectives.

4. **Reward Management:** This involves designing and implementing compensation structures and benefits packages that motivate employees and attract top talent. An HRM practitioner can align reward management with business strategy by creating a reward system that incentivizes behaviors and outcomes that support the business goals. For example, if the business strategy is focused on innovation, the reward system could offer bonuses or recognition for employees who develop new ideas or improve processes.
5. **Performance Management:** This is an ongoing process of communication between a supervisor and an employee that occurs throughout the year, in support of accomplishing the strategic objectives of the organization. The HRM practitioner can align this process with the business strategy by setting performance indicators that reflect the organization's strategic goals.
6. **Employee Engagement and Retention:** An HRM practitioner can align these activities with business strategy by creating an engaging workplace culture that supports the strategic objectives. This could involve establishing clear communication channels, fostering an inclusive environment, and offering opportunities for growth and development. Retaining top performers who align with and contribute to the company's strategic goals is crucial for business success.

In all of these activities, the HRM practitioner should continually communicate with senior leadership to ensure HR strategies are in line with the business strategy. They should also utilize metrics and analytics to measure the effectiveness of HR initiatives and make necessary adjustments to better support the organization's strategic goals.



provide references



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