

1. Hosting Static Websites on AWS S3 and EC2

S3 Static Website:

Uncheck "Block all public access" -> Enable Versioning -> upload html, css files ->

Properties -> Static website hosting enable

Go to Permissions -> Bucket Policy and paste:

```
{
  "Version": "2012-10-17",
  "Statement": [{
    "Sid": "PublicReadForWebsite",
    "Effect": "Allow",
    "Principal": "*",
    "Action": "s3:GetObject",
    "Resource": "arn:aws:s3:::web-pds/*"
  }]
}
```

2. EC2 Setup and MySQL Database Management, including Database with Triggers and Stored Procedures

EC2 Python Console Code:

```
sudo apt update
sudo apt install python3 -y
echo "print('Hello World') > app.py"
python3 app.py
```

EC2+MYSQL

```
sudo apt update
sudo apt install mysql-server
sudo mysql
ALTER USER 'root'@'localhost' IDENTIFIED WITH mysql_native_password by
'password';
FLUSH PRIVILEGES;
CREATE DATABASE READLIST;
USE READLIST;
CREATE TABLE readIt(id INT, name VARCHAR(30));
INSERT INTO readIt VALUES(1, 'ABC'), (2, 'DEF');
SELECT * FROM readIt;

-- Switch to your database
USE READLIST;

-- Create procedure
DELIMITER //
CREATE PROCEDURE GetAllReads()
BEGIN
  SELECT * FROM readIt;
```

```

END //
DELIMITER ;

-- Call procedure
CALL GetAllReads();

CREATE TABLE readIt_log (
    log_id INT AUTO_INCREMENT PRIMARY KEY,
    action_time TIMESTAMP DEFAULT CURRENT_TIMESTAMP,
    message VARCHAR(100)
);

DELIMITER //
CREATE TRIGGER after_insert_readIt
AFTER INSERT ON readIt
FOR EACH ROW
BEGIN
    INSERT INTO readIt_log(message)
    VALUES (CONCAT('New record inserted: ID=', NEW.id, ', Name=', NEW.name));
END //
DELIMITER ;

INSERT INTO readIt VALUES(3, 'GHI');

SELECT * FROM readIt;
SELECT * FROM readIt_log;

```

3. Web Application Deployment using AWS Elastic Beanstalk

4. Serverless Computing – S3 and Lambda Integration

```

import json
import urllib.parse
import boto3

print('Loading function')

s3 = boto3.client('s3')

def lambda_handler(event, context):
    # print("Received event: " + json.dumps(event, indent=2))

    # Get the object from the event and show its content type
    bucket = event['Records'][0]['s3']['bucket']['name']

```

```
key = urllib.parse.unquote_plus(event['Records'][0]['s3']['object']['key'], encoding='utf-8')
```

```
try:
```

```
    response = s3.get_object(Bucket=bucket, Key=key)
    print("CONTENT TYPE: " + response['ContentType'])
    return response['ContentType']
```

```
except Exception as e:
```

```
    print(e)
```

```
    print(
```

```
        f"Error getting object {key} from bucket {bucket}. "
```

```
        "Make sure they exist and your bucket is in the same region as this function."
```

```
    )
```

```
    raise e
```

5. EC2 Auto Scaling using Launch Templates and Scaling Policies

Lab overview

In this lab, you will use Amazon Elastic Compute Cloud (Amazon EC2) to create a launch template and an Auto Scaling group.

Duration

This lab requires approximately 45 minutes to complete.

Access the AWS Management Console

1. To start the lab session, choose Start Lab in the upper-right corner of the page.

o The lab session starts.

o A timer displays at the top of this page and shows the time remaining in the session.

Tip: To refresh the session length at any time, choose Start Lab again before the timer reaches 0:00.

2. Before continuing, wait until the lab environment is ready. The environment is ready when the lab details appear on

the right side of the page and the circle icon next to the AWS link in the upper-left corner turns green.

3. To return to these instructions, choose the Readme link in the upper-right corner.

4. To connect to the AWS Management Console, choose the AWS link in the upper-left corner, above the terminal

window.

A new browser tab opens and connects you to the AWS Management Console.

Tip: If a new browser tab does not open, a banner or icon is usually at the top of your browser with the message that your

browser is preventing the site from opening pop-up windows. Choose the banner or icon, and then choose Allow pop-ups.

Note: You are using the console through the lab environment, so you are not incurring any actual costs. However, in the real

world, when using a personal or business account to access the console, users incur charges for use of specific AWS services.

Task 1. Create a launch template

4. Choose the Services menu, locate the Compute category, and choose EC2.

5. Note which Region you are in by looking at the upper-right corner of the console (for example, N. Virginia, which is

the us-east-1 Region).

The Amazon EC2 Auto Scaling resources that you create are tied to the Region that you specify.

6. In the left navigation pane, choose Launch Templates.

7. Choose Create launch template, and configure the following:

- o Launch template name: Enter my_template

- o Template version description: Enter Test launch template for an Auto Scaling group

This description can help you remember what this launch template is for later.

- o Auto Scaling guidance: Select Provide guidance....

- o AMI: Choose a version of Amazon Linux 2023 AMI x86_64 (HVM) from the Quick Start list.

The Amazon Machine Image (AMI) serves as a basic configuration template for your EC2 instances.

- o Instance type: Choose t2.micro.

- o Key pair name: Choose vockey.

Note that this is optional for a launch template.

- o Subnet: Choose Don't include in launch template.

- o Skip Security groups.

You will configure a security group later. When a network interface is specified, the security group must be part of it.

- o Advanced network configuration: Choose Add network interface and configure with the following settings:

- Auto-assign public IP: Choose Enable.

This setting means that public IP addresses will be assigned to instances in a nondefault VPC. This provides the ability for your

instances to communicate with the internet and other AWS services.

- Security groups: Choose the security group name that contains Ec2SecurityGroup.

This specifies the default security group of the VPC for the network interface.

- Delete on termination: Choose Yes.

This setting deletes the network interface when the Auto Scaling group scales in and terminates the instance to which the

network interface is attached.

- o Choose Create launch template.

8. On the confirmation page, choose View launch templates.

9. Choose the link for the Launch template ID.

10. From the the Actions menu, choose Create Auto Scaling group.

Task 2. Create an Auto Scaling group

11. On the Step 1 page, configure the following:

- o Auto Scaling group name: Enter my-first-asg

- o Launch template: Choose the launch template that you created in the previous task.

- o Version: Choose Latest.

You can also choose a specific version of the launch template when scaling out.

- o Choose Next.

12. On the Step 2 page, configure the following:

- o VPC: Choose the VPC name that contains Lab VPC.
- o Subnets: Choose the subnet name that contains Public Subnet 1.
- o Choose Skip to review.

13. On the Review page, choose Create Auto Scaling group.

Task 3. Verify your Auto Scaling group

14. In the left navigation page, choose EC2 Dashboard.

15. Choose Instances (running).

Notice that a new EC2 instance has been started. If the instance does not appear yet, wait a moment and then choose the

refresh icon. The Instance state shows that it is Running.

Lab complete

Congratulations! You have completed the lab.

6. S3 Bucket File Management and Public Access Configuration

While creating bucket: Object ownership(ACL enabled, Object writer) then Uncheck 'Block all public access

Then one of the 2 ways:

I. For System Operators who prefer GUI:

1. Login to AWS Management Console — Navigate to S3 from the list of services.
2. Select Your Bucket — Find the S3 bucket that contains the object you want to make public.
3. Locate the Object — Navigate through the bucket's folders until you find the desired object.
4. Make it Public— Right-click on the object, choose 'Make public'.

II. Navigate to Your Bucket's Permissions Bucket Policy

```
{
  "Version": "2012-10-17",
  "Statement": [{
    "Sid": "PublicRead",
    "Effect": "Allow",
    "Principal": "*",
    "Action": ["s3:GetObject"],
    "Resource": ["arn:aws:s3:::BUCKET-NAME/*"],
  }]
```

```
"Condition": {
  "Bool": {
    "aws:SecureTransport": "true"
  }
}
}]
}
```

S3 Static Website:

ecommerce.html

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
  <meta charset="UTF-8">
```

```
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```
  <title>Canvas</title>
```

```
</head>
```

```
  <link rel="stylesheet" href="/ecommerce.css">
```

```
  <link href="https://unpkg.com/ionicons@4.5.10-0/dist/css/ionicons.min.css"
rel="stylesheet">
```

```
</head>
```

```
<body>
```

```
  <header>
```

```
    <div class="logo"><a href="#">Canvas</a></div>
```

```
    <div class="menu">
```

```
      <a href="#">
```

```
        <ion-icon name="close" class="close"></ion-icon>
```

```
      </a>
```

```
    <ul>
```

```
      <li><a href="#" class="under">HOME</a></li>
```

```
      <li><a href="#" class="under">SHOP</a></li>
```

```
      <li><a href="#" class="under">OUR PRODUCTS</a></li>
```

```
      <li><a href="#" class="under">CONTACT US</a></li>
```

```
      <li><a href="#" class="under">ABOUT US</a></li>
```

```
    </ul>
```

```
  </div>
```

```
  <div class="search">
```

```
    <a href=""><input type="text" placeholder="Search for products" id="input">
```

```
    <ion-icon class="s" name="search"></ion-icon>
```

```
  </a>
```

```
</div>
```

```
<div class="heading">
```

```

<ul>
  <li><a href="#" class="under">HOME</a></li>
  <li><a href="#" class="under">SHOP</a></li>
  <li><a href="#" class="under">OUR PRODUCTS</a></li>
  <li><a href="#" class="under">CONTACT US</a></li>
  <li><a href="#" class="under">ABOUT US</a></li>
</ul>
</div>
<div class="heading1">
  <ion-icon name="menu" class="ham"></ion-icon>
</div>
</header>
<section>
  <div class="section">
    <div class="section1">
      <div class="img-slider">
        
        
        
        
        
      </div>
    </div>
    <div class="section2">
      <div class="container">
        <div class="items">
          <div class="img img1"></div>
          <div class="name">SHOES</div>
          <div class="price" id="500">Rs.500</div>
          <div class="info">Lorem ipsum dolor sit amet consectetur.</div>
        </div>
        <div class="items">
          <div class="img img2"></div>

```



```

    <div class="name">MEN's T-SHIRT</div>
    <div class="price">Rs.600</div>
    <div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
    <div class="img img3"></div>
    <div class="name">JEANS</div>
    <div class="price">Rs.900</div>
    <div class="info">Lorem ipsum dolor sit amet.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">WATCH</div>
    <div class="price">Rs.400</div>
    <div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">SMART PHONE</div>
    <div class="price">Rs.20000</div>
    <div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">TELEVISION</div>
    <div class="price">Rs.38000</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">HOODIES</div>
    <div class="price">Rs.500</div>
    <div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
    <div class="img img1"></div>

```

```
<div class="name">DINNER SET</div>
<div class="price">Rs.1000</div>
<div class="info">Lorem ipsum dolor sit amet consectetur adipisicing elit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">BLANKETS</div>
  <div class="price">Rs.800</div>
  <div class="info">Lorem ipsum dolor sit amet consectetur adipisicing elit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">LAPTOP</div>
  <div class="price">Rs.45000</div>
  <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">MICROWAVE</div>
  <div class="price">Rs.30000</div>
  <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">COFFEE MAKER</div>
  <div class="price">Rs.2000</div>
  <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">BED</div>
  <div class="price">Rs.7000</div>
  <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
```

```

        <div class="name">AIR CONDITIONER</div>
        <div class="price">Rs.39000</div>
        <div class="info">Lorem ipsum dolor sit amet consectetur, adipiscing elit.</div>
    </div>
</div>

</div>
</div>

</section>
<div class="top">
    <a href="#" >Back to top</a>
</div>

<script src="https://unpkg.com/ionicons@4.5.10-0/dist/ionicons.js"></script>
<script src="./ecommerce.js"></script>
<footer class="cart">
    <h1>CART</h1>
    <p id="costTotal">Total items: 0</p>
    <p id="itemTotal">Total cost: 0 </p>

</footer>
</body>

</html>

```

ecommerce.css

```

* {
    margin: 0;
    padding: 0;
    box-sizing: border-box;
}
header {
    display: flex;
    justify-content: space-around;
    align-items: center;
    height: 60px;
    width: 100%;
    background: black;
}
.heading ul {
    display: flex;
}
.logo a {
    color: white;
    transition-duration: 1s;
}

```

```
    position: sticky;
    font-weight: 800;
}
.logo a:hover {
    color: rgb(240, 197, 6);
    transition-duration: 1s;
}
.heading ul li {
    list-style: none;
}
.heading ul li a {
    margin: 5px;
    text-decoration: none;
    color: black;
    font-weight: 500;
    position: relative;
    color: white;
    margin: 2px 14px;
    font-size: 18px;
    transition-duration: 1s;
}
.heading ul li a:active {
    color: red;
}
.heading ul li a:hover {
    color: rgb(243, 168, 7);
    transition-duration: 1s;
}

.heading ul li a::before {
    content: "";
    height: 2px;
    width: 0px;
    position: absolute;
    left: 0;
    bottom: 0;
    background-color: white;
    transition-duration: 1s;
}
.heading ul li a:hover::before {
    width: 100%;
    transition-duration: 1s;
    background-color: rgb(243, 168, 7);
}
#input {
    height: 30px;
    width: 300px;
    text-decoration: none;
```

```

border: 0px;
padding: 5px;
}
.logo a {
color: white;
font-size: 35px;
position: -webkit-sticky;
font-weight: 500;
text-decoration: none;
}
ion-icon {
width: 30px;
height: 30px;
background-color: white;
color: black;
}
ion-icon:hover {
cursor: pointer;
}
.search a {
display: flex;
}
header a ion-icon {
position: relative;
right: 3px;
}

.img-slider img {
height: 720px;
width: 1080px;
}
@keyframes slide {
0% {
left: 0px;
}
15% {
left: 0px;
}
20% {
left: -1080px;
}
32% {
left: -1080px;
}
35% {
left: -2160px;
}
47% {

```

```

    left: -2160px;
  }
  50% {
    left: -3240px;
  }
  63% {
    left: -3240px;
  }
  66% {
    left: -4320px;
  }
  79% {
    left: -4320px;
  }
  82% {
    left: -5400px;
  }
  100% {
    left: 0px;
  }
}
.img-slider {
  display: flex;
  float: left;
  position: relative;
  width: 1080px;
  height: 720px;
  animation-name: slide;
  animation-duration: 10s;
  animation-iteration-count: infinite;
  transition-duration: 2s;
  margin: 10px;
}

.heading1 {
  opacity: 0;
}
.search {
  display: flex;
  position: relative;
}
.section1 {
  width: 1080px;
  overflow: hidden;

  justify-content: center;
  align-items: center;
  margin: 0px auto;

```

```
}
```

```
.section2 .container {  
  display: flex;  
  width: 100%;  
  height: max-content;  
  flex-wrap: wrap;  
  justify-content: center;  
  margin: 10px auto;  
}  
.section2 .container .items {  
  margin: 10px;  
  width: 200px;  
  height: 300px;  
  background-color: white;  
  border: 2.5px solid black;  
  border-radius: 12px;  
}  
.section2 .container .items .name {  
  text-align: center;  
  background-color: rgb(240, 197, 6);  
  height: 25px;  
  padding-top: 4px;  
  color: white;  
  margin: 0;  
}  
.section2 .container .items .price {  
  float: left;  
  padding-left: 10px;  
  display: block;  
  width: 100%;  
  color: rgb(255, 0, 0);  
  font-weight: 650;  
}  
.section2 .container .items .info {  
  padding-left: 10px;  
  color: rgb(243, 168, 7);  
}  
.section2 .container .items .img img {  
  width: 200px;  
  height: 200px;  
  margin: 0px;  
  padding: 0;  
  border-radius: 12px;  
  transition-duration: 0.8s;  
}  
.section2 .container .items .img {  
  overflow: hidden;
```

```

    margin: 0;
}
.section2 .container .items:hover .img img {
    transform: scale(1.2);
    transition-duration: 0.8s;
    border-radius: 12px;
}
ter {
    display: flex;
    flex-direction: column;
    background-color: black;
    align-items: center;
    color: white;
}

.footer1 {
    display: flex;
    flex-direction: column;
    align-items: center;
    color: white;
    margin-top: 15px;
}
.social-media {
    display: flex;
    justify-content: center;
    color: white;
    flex-wrap: wrap;
}
.social-media a {
    color: white;
    margin: 20px;
    border-radius: 5px;
    margin-top: 10px;
    color: white;
}
.social-media a ion-icon {
    color: white;
    background-color: black;
}
.social-media a:hover ion-icon {
    color: red;
    transform: translateY(5px);
}
.menu {
    visibility: hidden;
}
.heading1 .ham:active {
    color: red;
}

```



```
}  
.items {  
  overflow: hidden;  
}  
.ham,  
.close {  
  cursor: pointer;  
}
```

```
@media screen and (max-width: 1250px) {  
  .heading ul li {  
    display: none;  
  }  
}
```

```
.items {  
  transform: scale(0.9);  
}  
.img-slider img {  
  height: 60vw;  
  width: 80vw;  
}  
.ham:active {  
  color: red;  
}  
.menu {  
  display: flex;  
  flex-direction: column;  
  align-items: center;  
}  
.menu a ion-icon {  
  position: absolute;  
}
```

```
@keyframes slide1 {  
  0% {  
    left: 0vw;  
  }  
  15% {  
    left: 0vw;  
  }  
  20% {  
    left: -80vw;  
  }  
  32% {  
    left: -80vw;  
  }  
  35% {  
    left: -160vw;  
  }  
}
```

```
}
47% {
  left: -160vw;
}
50% {
  left: -240vw;
}
63% {
  left: -240vw;
}
66% {
  left: -320vw;
}
79% {
  left: -320vw;
}
82% {
  left: -400vw;
}
100% {
  left: 0vw;
}
}
.menu ul {
  display: flex;
  flex-direction: column;
  position: absolute;
  width: 100vw;
  height: 100vh;
  background-color: black;
  left: 0;
  top: 0;
  z-index: 11;
  align-items: center;
  justify-content: center;
  opacity: 1;
}
.close {
  z-index: 34;

  color: white;
  background-color: black;
}
.close:active {
  color: red;
}
.menu ul li {
  list-style: none;
```

```

margin: 20px;
border-top: 3px solid white;
width: 80%;
text-align: center;

padding-top: 10px;
}
.menu ul li a {
text-decoration: none;
padding-top: 10px;
color: white;
font-weight: 900;
}
.menu ul li a:hover {
color: rgb(240, 197, 6);
}
.img-slider {
display: flex;
float: left;
position: relative;
width: 80%;
height: 60%;
animation-name: slide1;
animation-duration: 10s;
animation-iteration-count: infinite;
transition-duration: 2s;
}
.section1 {
width: 80%;
overflow: hidden;

justify-content: center;
align-items: center;
margin: 0px auto;
}

.heading1 {
opacity: 1;
position: relative;
bottom: 8px;
}
.search a {
display: flex;
flex-wrap: nowrap;
}

.heading1 .ham {
background-color: black;

```

```

    color: white;
}
#input {
    width: 200px;
    flex-shrink: 2;
}
header {
    height: 150px;
}
}
@media screen and (max-width: 550px) {
    .heading ul li {
        display: none;
    }
    .heading1 {
        opacity: 1;

        bottom: 8px;
    }

    header {
        height: 250px;
        flex-wrap: wrap;
        display: flex;
        flex-direction: column;
    }
    #input {
        width: 150px;
    }
    .close {
        z-index: 34;
    }

    .search a {
        display: flex;
        flex-wrap: nowrap;
    }
}

a {
    text-decoration: none;
    color: #ffffff;
    font-size: 14px;
    font-weight: 500;
}

.top {
    background-color: #ea4c89;

```

```
border-radius: 8px;
border-style: none;
box-sizing: border-box;
display: flex;
justify-content: center;
align-items: center;
display: inline-block;
font-family: "Haas Grot Text R Web", "Helvetica Neue", Helvetica, Arial,
  sans-serif;
height: 40px;
list-style: none;
margin: 0 auto;
outline: none;
padding: 10px 16px;
position: relative;
text-align: center;
transition: color 100ms;
user-select: none;
-webkit-user-select: none;
touch-action: manipulation;
}
```

```
.top:hover,
.top:focus {
  background-color: #f082ac;
}
```

```
h1 {
  font-family: "Times New Roman", Times, serif;
  text-align: center;
  background-color: rgb(240, 197, 6);
  height: 50px;
  padding-top: 4px;
  color: white;
  margin: 30px 0 10px 0;
}
```

```
p {
  float: left;
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}
```

Speaker 1: Introduction & Strategic Alignment (3–3.5 mins)

Slide 1: Title — Linking HR Strategy to Business Strategy

“Good morning everyone.

Today, our topic is ‘Linking HR Strategy to Business Strategy.’

In simple terms, every organization has two key goals —

1. To grow and compete through its business plan, and
2. To manage people effectively through its HR strategy.

But success happens only when these two work together.

So, this presentation focuses on how HR can become a true strategic partner that helps achieve the company’s goals — not just manage employees.”

Slide 2: Understanding Strategic Alignment

“To begin with, let’s understand what we mean by strategic alignment.

A Business Strategy defines how the company competes, grows, and creates value — it’s like the organization’s roadmap.

An HR Strategy is about managing people to fulfill that roadmap — including talent acquisition, training, retention, and shaping culture.

For example, if a business wants to expand globally, HR must ensure it hires and develops people with global exposure and leadership potential.

When both align — HR and business — the organization gains competitive advantage, stronger growth, and higher employee engagement.”

Slide 3: Why Alignment Matters

“Now, why is this alignment so important?

Because when HR supports business priorities, organizations see real results:

- Productivity rises by 25–40% because people are placed in roles that suit their strengths.
- Employee engagement increases by up to 30%, reducing attrition costs.
- Innovation improves because the workforce is skilled and diverse.
- And financially, aligned companies report 2.5 times higher revenue growth.

In short — linking HR and business strategy transforms people into performance.”

Slide 6: Case Study – TATA Group (Indian Example)

“One of the best Indian examples is TATA Group.

They’ve mastered strategic HR alignment through three key practices:

- The TATA Administrative Services (TAS) program grooms future leaders through rotations and leadership training.
- Their values-based culture ensures ethics and trust across all 100+ companies.
- Their integrated talent strategy — like cross-business mobility and succession planning — aligns employee growth with the company’s long-term goals.

This is why TATA consistently performs well both in business and reputation — their HR and business goals work hand in hand.”

(Transition to next speaker)

“So now, let’s see how this alignment actually happens in a structured way.”

Speaker 2: Model, Steps & Indian Example – TATA (3–3.5 mins)

Slide 4: The Strategic Alignment Model

“The alignment process can be understood through four strategic levels:

1. Corporate Strategy – overall company direction.
2. Business Strategy – how each division competes in its market.
3. Functional Strategy – operational plans across departments.
4. HR Strategy – builds the people capabilities needed for success.

These levels should connect seamlessly. HR acts as the bridge that turns business goals into workforce capabilities and organizational culture.”

Slide 5: Four Steps to Strategic Alignment

“To achieve that, HR teams follow a structured 4-step process:

1. Understand Business Goals – Analyze market position, competition, and priorities.
2. Identify HR Priorities – Determine the talent, leadership, and skills required.
3. Implement HR Practices – Recruit strategically, train effectively, and manage performance.
4. Monitor and Measure – Use HR analytics to track engagement, productivity, and ROI.

This makes sure that HR activities always tie back to what the business actually needs.”

Slide 7: Case Study – Google (Global Example)

“A global example of alignment is Google.

Their HR function, called ‘People Operations,’ is completely data-driven.

They analyze workforce data to improve hiring and retention, and their ‘20% time policy’ allows employees to work on passion projects — leading to products like Gmail and Google News.

They also use the OKR system (Objectives and Key Results) to make sure everyone’s work supports business priorities.

This alignment between innovation goals and HR freedom makes Google one of the most creative companies in the world.”

(Transition to next speaker)

“Now, let’s see how global companies and other Indian firms also use this alignment for innovation and success.”

Speaker 3: Global Cases, Measurable Impact & Future Outlook (3–3.5 mins)

Slide 8: Case Study – Infosys (Indian Example in Digital Era)

“Infosys is another great example — showing how HR can drive digital transformation.

They focus on three things:

1. Reskilling at scale – training over 2 lakh employees in AI, automation, and cloud.
2. Talent marketplace – an AI-based internal platform matching employees to projects.
3. Innovation ecosystem – hackathons and idea programs to encourage new solutions.

This alignment between people capability and digital goals keeps Infosys future-ready.”

Slide 9: Measurable Impact & Challenges

“When HR and business are aligned, the impact is measurable:

- 2.5x revenue growth,
- 40% productivity gain,
- 30% retention improvement,
- And 25% higher engagement.

However, challenges remain — such as resistance to change, communication gaps, and limited HR analytics.”

Slide 10: Future Directions & Conclusion

“Going forward, AI-powered HR systems and sustainability-driven culture will define how companies grow.

AI can predict skill needs, while ESG values will guide ethical talent practices.

To conclude, business strategy tells us what the company must achieve — and HR strategy ensures the company has the people to achieve it.

When both align, organizations build lasting success — powered by people, purpose, and performance.”

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- ✓ Total Duration: ~10 minutes (3 speakers × 3–3.5 mins each)
 - ✓ Tone: Balanced between explanation and examples
 - ✓ Flow: Starts from concept → process → examples → conclusion