**ELEMENT 1: ACTIVITY 12: LO1**

**Pairs Activity: Setting HR objectives**

In pairs, complete the following case study:

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| The Tech Company is a medium-sized manufacturer and marketer of home electrical appliances.  Recently, the introduction of some exciting new technology has created the possibility of opening up a new market for a technically enhanced product with new ‘state of the art’ features.  This has come at just the right time for the company, which has been through a particularly turbulent period due to the current economic downturn, including a major downsizing of the production department. Employee morale has been at low ebb and employee turnover has started to creep up to an unacceptable level. In the last few months, the company has lost several of its most talented employees to a major competitor and is now struggling to fill the vacant posts.  The new product opportunity is exciting and could turn the fortunes of the company around.  Formulate your top three strategic objectives and your top five operational objectives for the HR function. |