**THE HR PROFESSIONAL**

**Learning Outcome 1: ACTIVITY 5**

**SMALL GROUP ACTIVITY**

**Vertical and horizontal integration**

**Aim:**

The aim of this activity is to assess a planned HR strategy and determine the extent to which this is fully aligned.

**Objectives:**

* To explore the concepts of vertical and horizontal alignment through a case study scenario.
* To make recommendations to maximize the impact of HR actions.

**Task brief:**

**Case Study: Integrating HR actions at the Regional Transport Hub**

The Regional Transport Hub provides bus and rails networks through your local region. The organisation has recently revised and communicated its strategic plan for the next 3 – 5 years. This plan sets out its approach to continuing to develop efficient, responsive transport networks across the region.

The key strategic aims are to:

* Deliver an integrated accessible transport network
* To promote social and economic development of the region
* To serve the community by increasing levels of customer service
* To make the post of people and develop their capabilities to deliver the best possible service
* To deliver value for money though innovation in a changing environment.

To achieve these seven key priorities are established:

* To develop and implement a corporate social responsibility strategy
* To ensure continued value for money through ongoing and efficient management of resources and assets
* To deliver a high and consistent customer experience
* To operate as one integrated organisation
* To ensure equality of opportunity in service delivery and employment
* To develop a high performance culture and become an employer of choice
* To develop, improve and utilise customer feedback and service data.

Working as a group identify (vertically) aligned HR actions in support of these.

How will you ensure that HR collectively works in an integrated and consistent manner (horizontal alignment)?

**Resources:** Flipchart paper and pens

**Outcomes:** You will make a short presentation of your recommendations, receiving feedback on this.

**Time:** 30 minutes for group discussion.