**THE HR PROFESSIONAL**

**Learning Outcome 3: ACTIVITY 6**

**SMALL GROUP ACTIVITY**

**Taking forward Human Capital Management**

**Aim:**

The aim of this activity is to consider how a Human Capital Approach could be adopted in a case study organisation.

**Objectives:**

* To identify drivers and goals of human capital management in a case study organisation.
* To develop a prioritized action plan to take forward human capital management

**Task brief:**

This activity will take continue with the Grounds.com scenario however it is now some two years since the question of HR’s contribution was last discussed. During the last two years you have successfully applied a range of techniques to demonstrate the added value of HR. Last week your MD attended a conference where human capital management was discussed. He has returned and wants you to:

Prepare a presentation to his fellow senior managers which:

* Outlines the concept of human capital management and the benefits of this to an organisation.
* Identify drivers and goals for a possible introduction of human capital management.
* Make recommendations on key areas and possible measures to be covered by this.
* Signals the implications for both line managers and HR.

**Outcomes:**

You will develop a presentation outlining a move to human capital management.

**Time:**

You have 45 minutes to prepare your presentation which should last for around 10 minutes.