

Business Strategy

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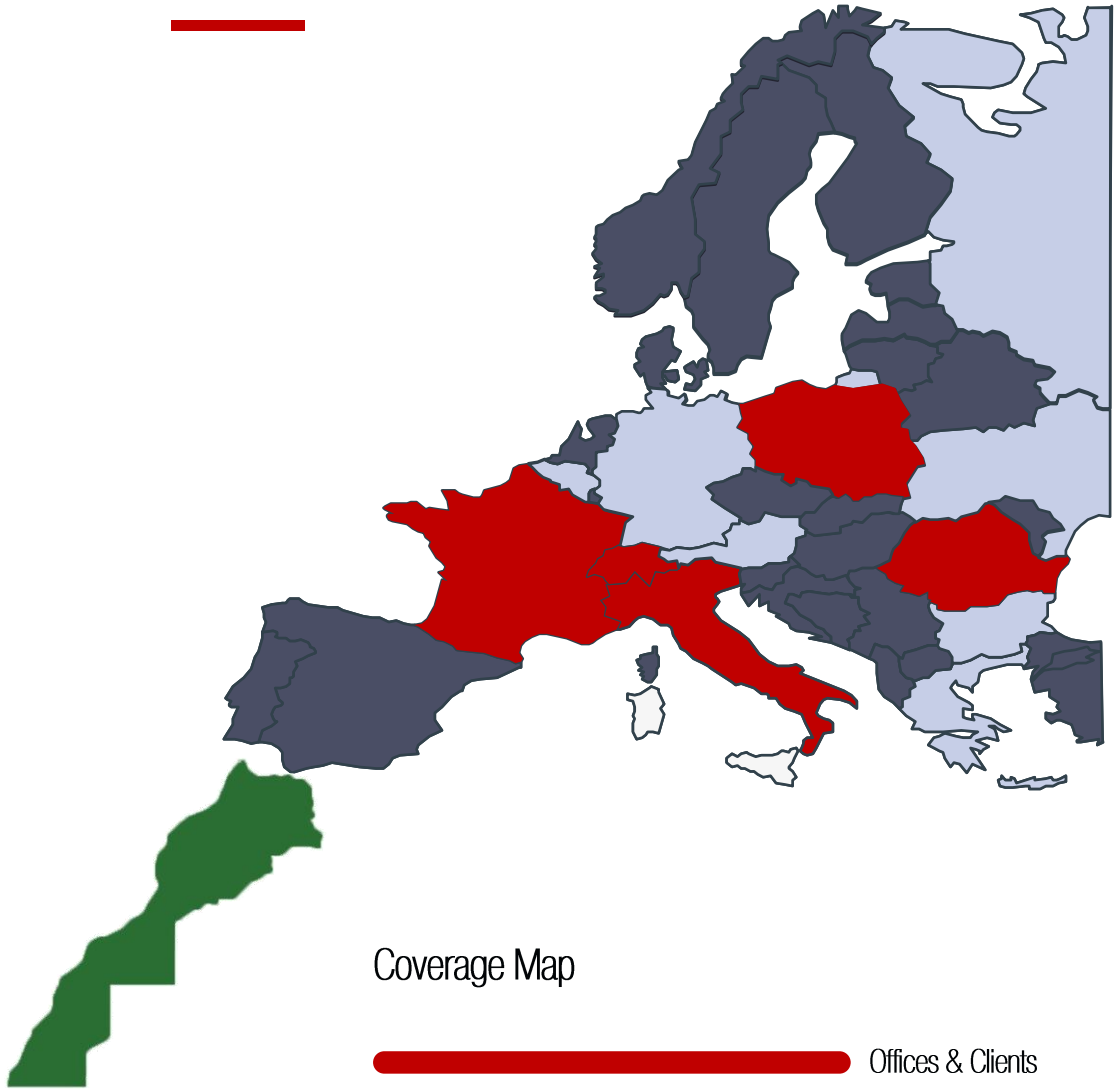
HR Strategy

MARCO POLO CEE

” Enabling Growth for People

Developing Growth for Business,
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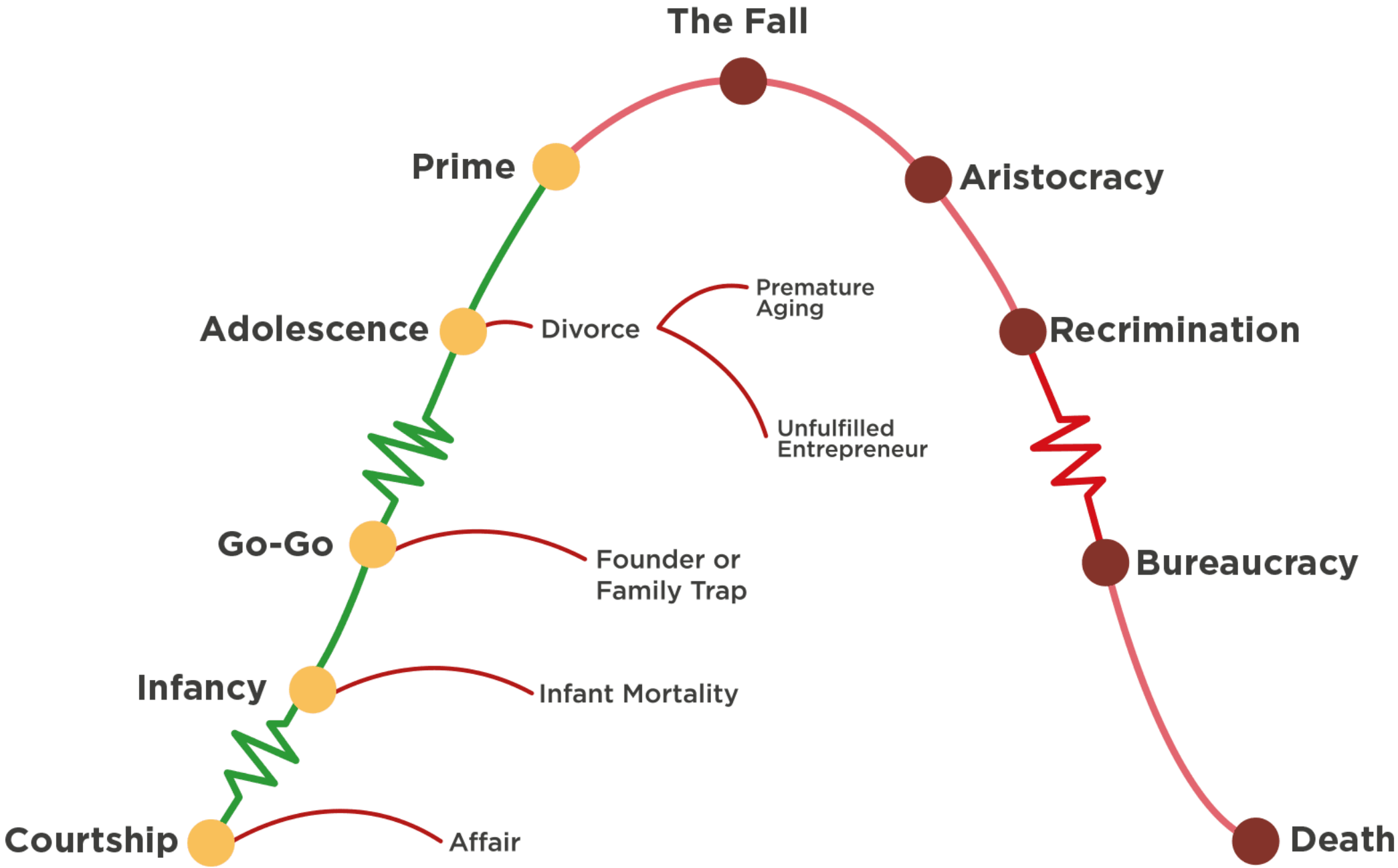
Who we are



Marco Polo CEE, part of
Marco Polo Performance

People Development & Business Consulting
started in Lyon - France,

Today in Europe, Africa and Middle East


The Fall
Prime
Aristocracy
Adolescence
Divorce
Premature Aging
Unfulfilled Entrepreneur
Recrimination
Go-Go
Founder or Family Trap
Bureaucracy
Infancy
Infant Mortality
Courtship
Affair
Death

Major Factors Influencing Business



Technology



New Generations

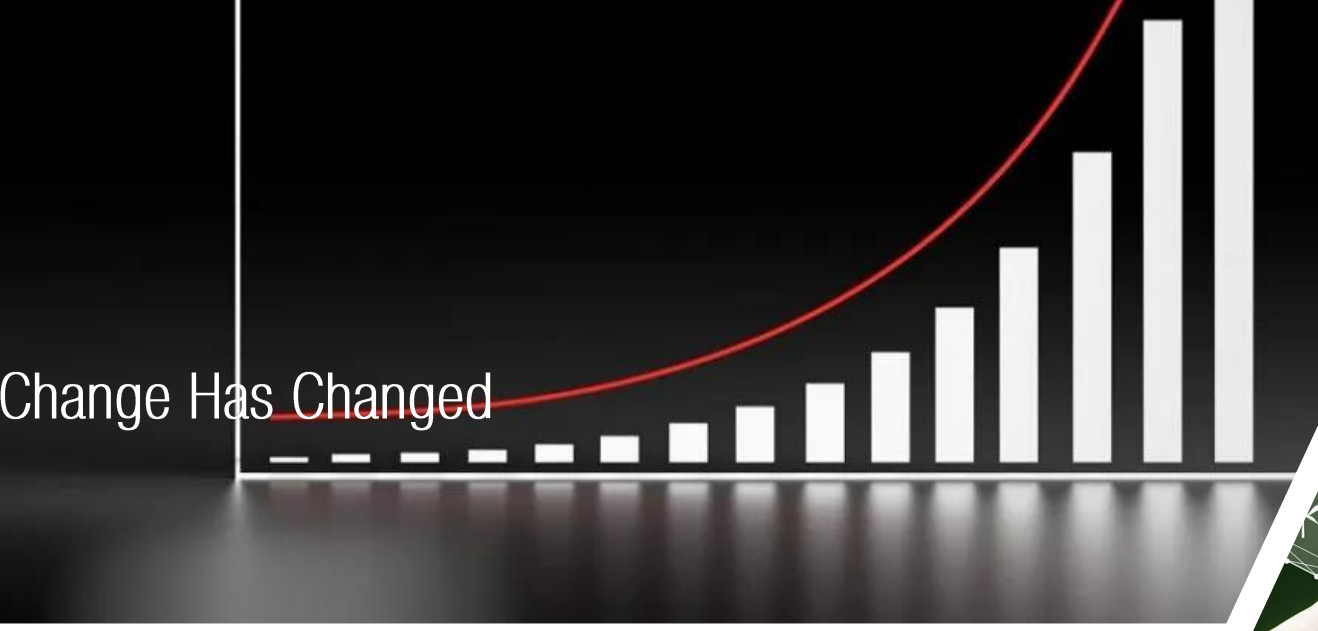


Geopolitical



Climate Change

Impact?


Change Has Changed

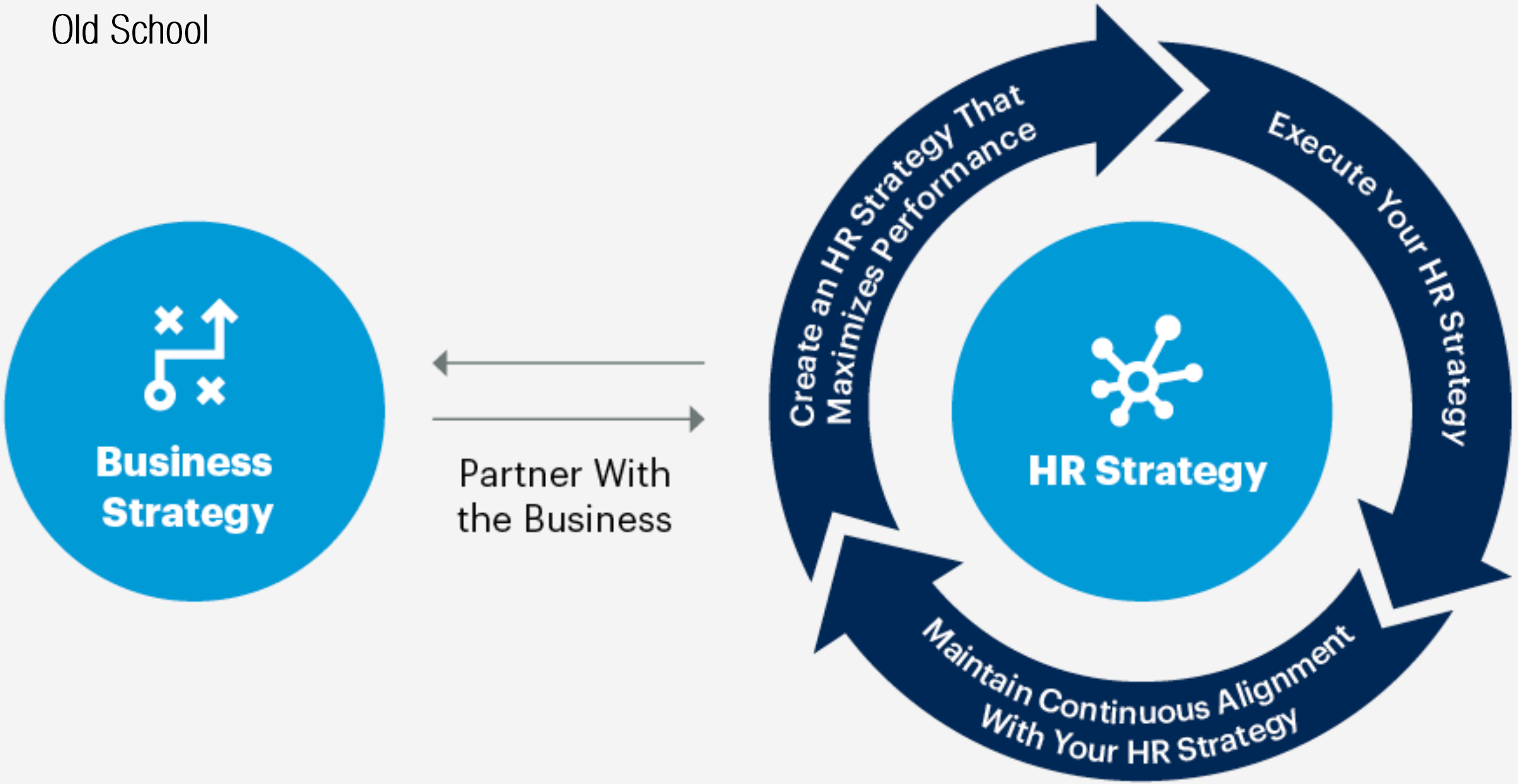

ESG
Becomes Core


Fierce Competition


Know-How becomes commodity


Uncharted Waters

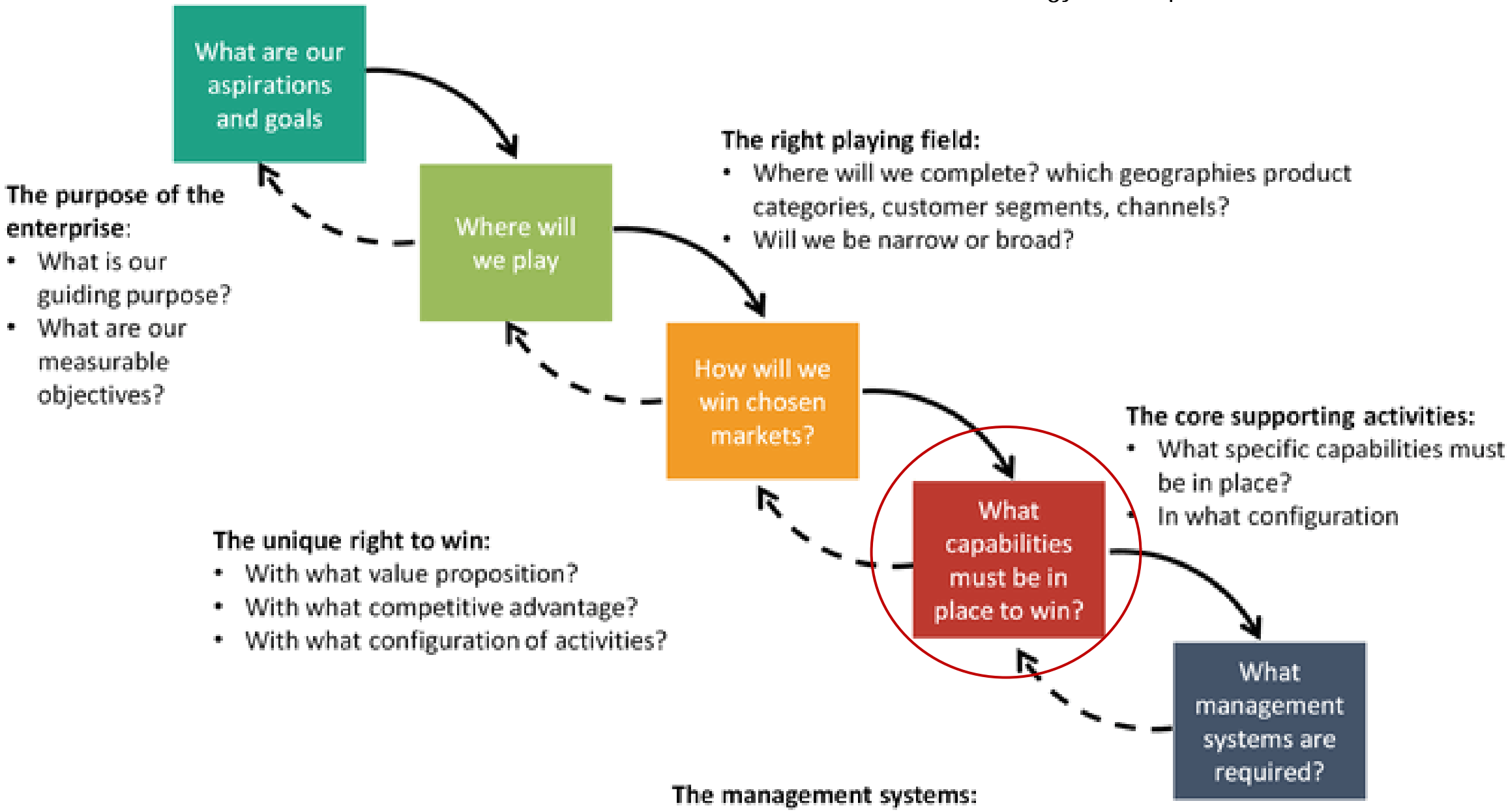
Old School


Business Strategy
Partner With the Business
Create an HR Strategy That Maximizes Performance
Execute Your HR Strategy
Maintain Continuous Alignment With Your HR Strategy
HR Strategy

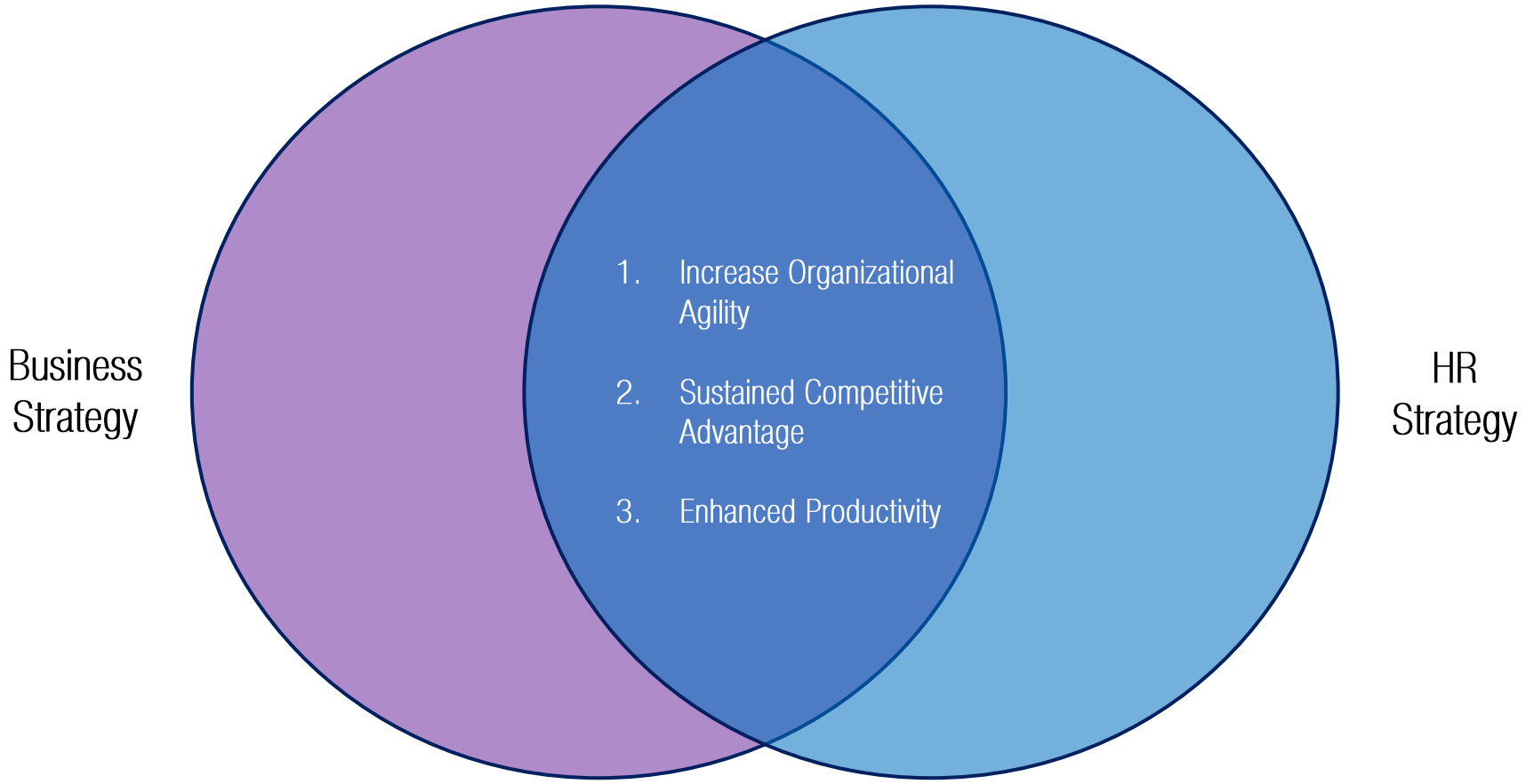
BUSINESS ALIGNMENT AND HR STRATEGY



Strategy Development Framework



New School


Business Strategy
1. Increase Organizational Agility
2. Sustained Competitive Advantage
3. Enhanced Productivity
HR Strategy

Top HR Priorities for 2024

Top Priority Areas to Support Strategy

1. Leader and Manager Development
2. Organizational Culture
3. HR Technology
4. Change Management
5. Career Management and Internal Mobility
6. Workforce Planning
7. Diversity, Equity and Inclusion
8. EVP
9. Talent Analytics
10. Total Rewards

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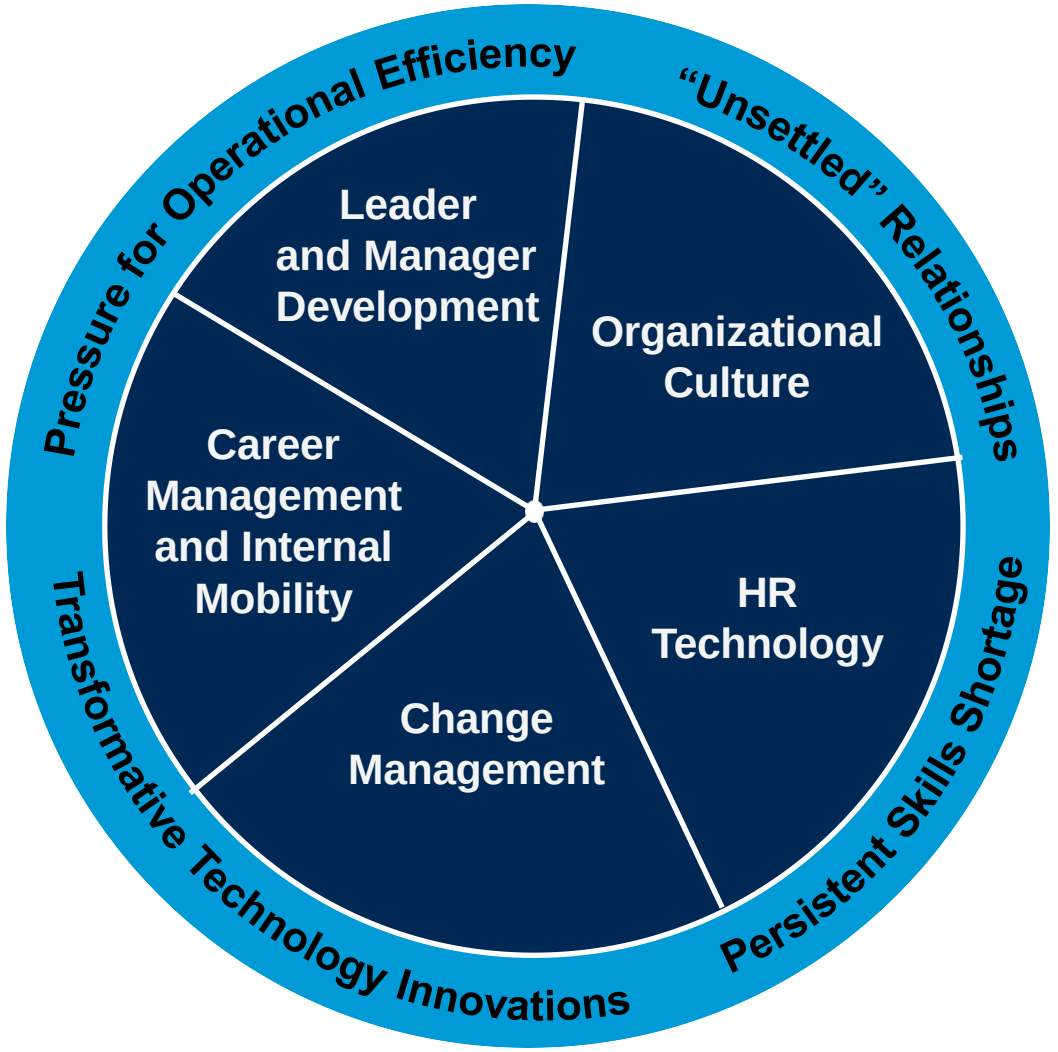
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Source: Gartner

Key Challenges for Leadership Development Today



Contenting
with Continuous Disruption

plan for and engage
with a chaotic,
unpredictable,
and ever-changing
environment



Build Tech Saviness
for all Leaders

leaders at all levels who
can assess and manage tech-
related talent, accurately evaluate
risks and opportunities, and
effectively leverage data and
advanced technologies in their own
functional areas.



Humanizing Leadership in the Digital
Age

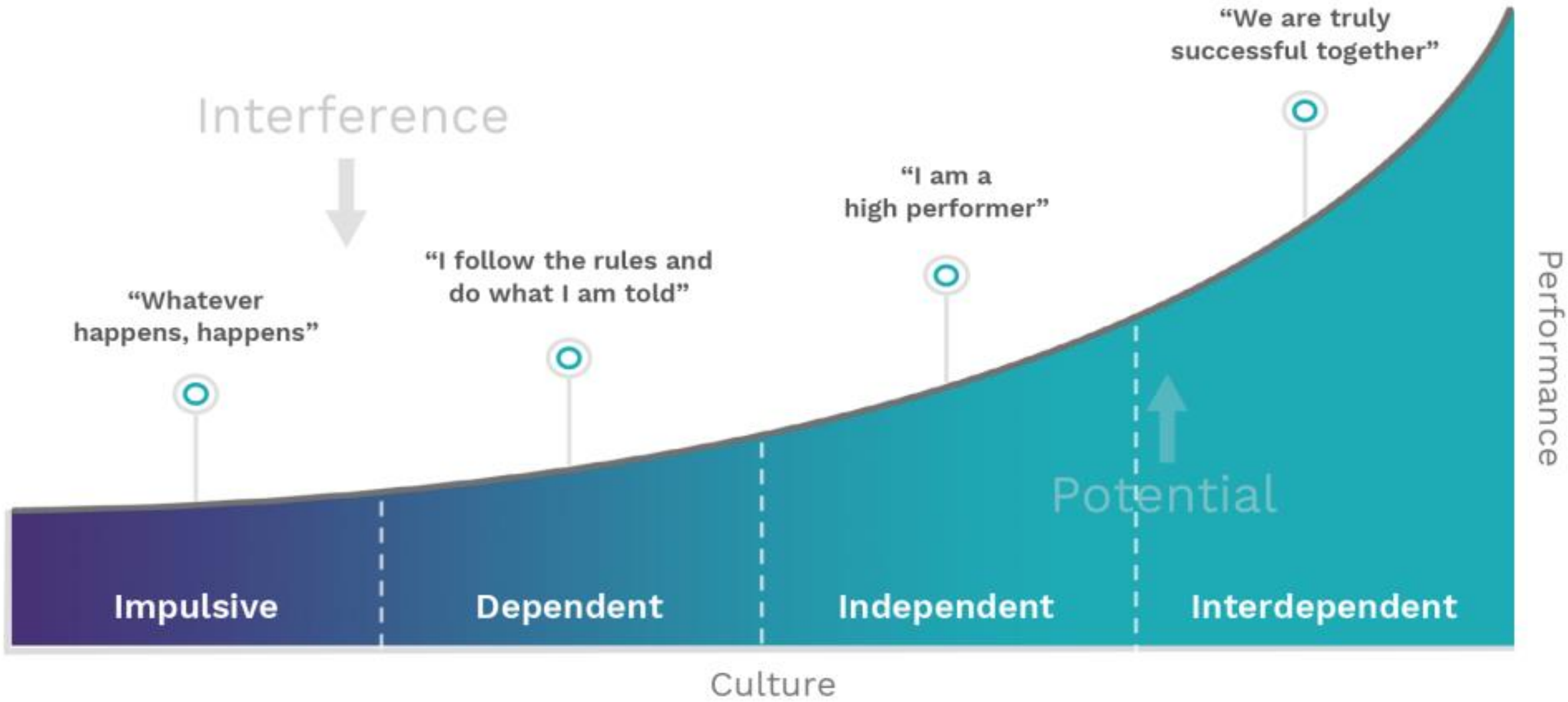
demonstrating genuine interest and
concern
for their personal lives
and well-being.
elevating interpersonal skills to
humanize leaders
helping leaders better connect with and
coach team members as people,
recognizing and respecting their unique
need



Leading the Hybrid
Work strategy

Leaders must become master
orchestrators of hybrid and remote
work through consideration of the
various dimensions that impact
where, when, how, and by whom
work gets done

Source: HBR 2023 Report: Ready for Anything



Each incremental move to the right yields increased productivity, innovation and agility

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Help your employees find purpose—or watch them leave

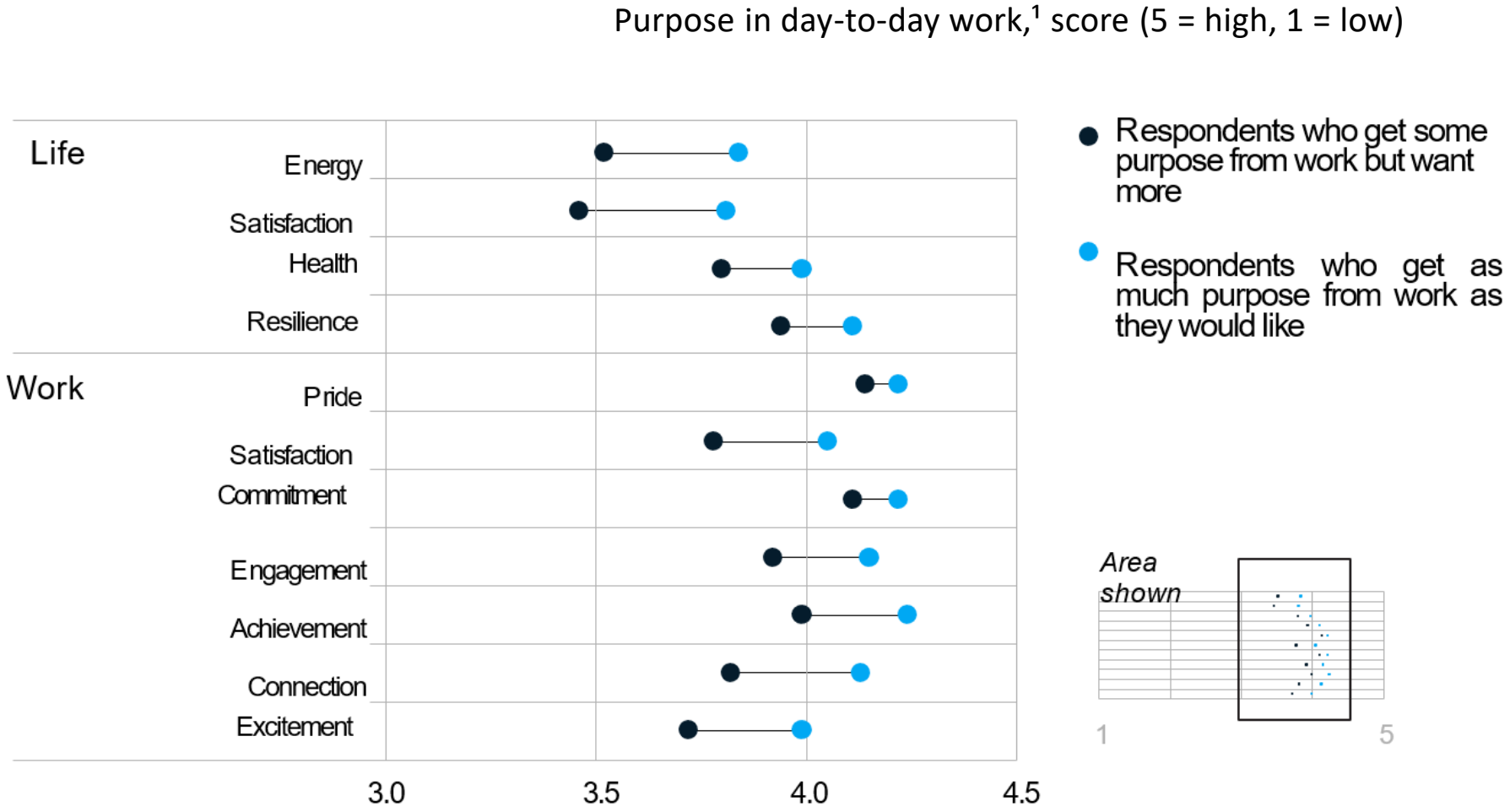


Employees expect their jobs to bring a significant sense of purpose to their lives.

Employers need to help meet this need or be prepared to lose talent to companies that will.

*McKenzie study conclusion, based on 2021 Study on employees

Employees who get the purpose they want from work report better outcomes at work —and in life — than their less-satisfied peers.



Note: All the differences shown between the 2 groups of respondents are statistically significant except for work pride and work commitment, although both are directionally consistent with the other findings.

[1]Question: "To what extent is your individual sense of purpose defined by work?" vs "How much of your work needs to be aligned with your purpose?" Source: McKinsey Individual Purpose survey, August 2020 (n = 1,021)

Thank you for your attention!

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