



Keeping Yourself in the Game: Building HR Competencies to Create a Sustainable Future and Career

The human resources industry has seen a rapid growth through the years, and as the profession continues to expand, it's important to focus on the key competencies that will sustain a successful long-term career.

Here are six ways to enhance the roles of HR professionals:

1. **Think Globally**

Having a global mindset isn't about being a part of an international company, but about being open to all possibilities. Make sure you can see the potential around you. Cultural awareness and cultural knowledge are crucial to being successful in the business and allows you to manage and motivate a diverse group of employees.

2. **Think Futuristically**

It's always important to stay ahead of current trends. What will be your job - not just in the HR function, but in the company as a whole - required tomorrow? Identify trends, opportunities and threats. Adopting a more futuristic focus on strategy creates a purposeful tomorrow.

3. **Be Flexible**

HR professionals are traditionally trained to be consistent in administering policy and establishing procedure. This common practice ensures a level of equity and transparency. While it is imperative to always be fair and transparent, it is important to be adaptable and able to work effectively within a variety of situations and with various individuals or groups.

4. **Manage the Risks**

HR tasks have been involved with resolving risks before it turns into threats against the organization. Understanding the risk is the first step in risk management. By doing this, you are able to find ways to minimize their impacts, and in turn, help your business recover quickly if an incident occurs.

5. **Be Courageous**

HR professionals must have the courage of their convictions and be able to stand up in their organization when situations are out of step with their training. It is the job of a HR to take a stand at the onset of misconduct, boldly speaking up when things need to be different. This delivers a strong message: If we make the right decision now, while it may be hard - the



company will be more profitable and sustainable in the long run.

6. Sharpen Your Skills through Extended Education

While continuing education through certification programs it is helpful in every industry, it is especially important for the HR professional to enhance their professional development for unparalleled preparation in an ever-changing environment. Certification programs such as Professional in Human Resources (PHR), Senior in Professional Human Resources (SPHR), and Global Professional in Human Resources (GPHR), distinguish an individual in their HR profession and help to secure career longevity while retaining a sharp skill set.

Researchers have found that strong HR practices lead to higher organizational performance. But in order to function effectively, HR practitioners must master the necessary competencies, think strategically and know the business well enough to be able to give managers the tools they need to do their jobs well.

About Nina Woodard: *Brandman Instructor **Nina Woodward, SHPR/GPHR, MBA**, uses customized executive coaching and strategic business consulting strategies to heighten confidence in business leaders as they move into overseas markets, and shares her special expertise in India. She serves as the president and Chief 'N' Sights Officer for Nina E. Woodard & Associates, which she launched in 2008, her approach helps executives increase their understanding of the cultural nuances influencing businesses outside the US and engage in more meaningful and productive communications with overseas colleagues all for the purpose of increasing business results. Woodard's 32-year career includes a rich human resources background with leadership roles in practical day-to-day activity as well as significant change initiatives, including M & A work and establishing a shared services center for finance. She has worked across North, Central and South America, in the Middle East and in Hong Kong, India, Indonesia, Malaysia, Nepal, Singapore, Thailand and Taiwan. These experiences have given her a truly global business perspective. In all of her roles she worked as an HR strategic business partner with the line managers she supported. Woodard is an avid supporter of Operation Eyesight Universal and serves as a mentor and business coach for Husys Consulting in India. She is part of the advisory team for World HR Congress and Asia Pacific HR Congress, and is the Immediate Past President for San Diego SHRM.*

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