


International Conference on Intellectual Capital Management  
ICM2009



INSTITUTE FOR ADVANCED STUDIES IN BASIC SCIENCES  
P.O. Box 485-193  
ZANJAN, IRAN

*“The Greatest Responsibility of modern management is to develop human intellect in order that it may express its talent.”*

-General Robert Wood Johnson II  
(Ex CEO, Johnson & Johnson)

Innovation the soul of Best HR Practices      R. Krishna Priya, India      ICM – 2009 | Zanján, Iran

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## Presentation Outline

- I. Objective of the Colloquial
- II. Conceptualization
- III. Content
- IV. HCL’s Most Modern Idea
- V. Inference

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## Mission

### Innovation the soul of Best HR Practices

Objective – My colloquial is aimed at enlightening the prestigious audience –

- 1) Understanding the innovative ways of nesting ‘Delighted’ Intellectual Capital,
- 2) Eliminating the following misconceptions –
  - 1) Monetary Benefits are the sole motivation for Human Resource
  - 2) Human Resource Programmes consume huge funds,
  - 3) Innovation is only for Life Sciences & not Human Resources,
  - 4) HR Department has no role in Strategizing Organizational Goals.
- 3) Finally, exhibiting the contemporary innovative HR Practices.

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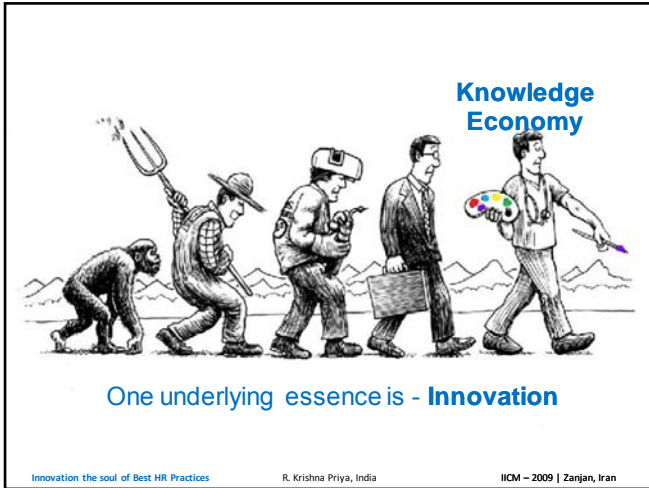
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### Mission – Intellectual Capital Management

$P = f(M, A, E)$

Vision

Operational Excellence

Delighted Employees

Strategic Excellence around People

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### In'nova'tion

Joseph Schumpeter was first to draw attention to Innovation. Defines –

*“Organisational innovation involves introducing a new organisational method in the firm’s business practices, workplace organisation or external relations.”*

- OECD, Oslo Manual

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### Cost of cutting Innovation Budgets

*“Innovation distinguishes a Leader from a follower.”*

—Steve Jobs

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## IC Budgets – Sacrificial Lamb

- ‘Move out’ from IC Departments,
- Effect reversed by IC *Kaizen*,
- Carrot Culture - Solution for People Care Department with almost no funds.

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## The Satyam Way

- Planet Satyam  
Webcast on the lines of ‘You Tube’

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## HCLs World’s Most Modern Idea

- Fortune Magazine  
**“Employee First – Customer Second”**
  - Empowerment
  - Transformation
  - Recognition
  - Support
  - Knowledge

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### HCLs Employee First – Customer Second – Idea

- *Smart Service Desk* – Innovative Query Resolution Mechanism
- *i4excel* – Transparent Employee Performance Portal
- *Directions* – Open Annual Company-wide Strategic Discussion Forum
- *U&I* – A 2-way Dialogue mechanism between the CEO & Employee
- *EFC* – Employee First Councils work for common good
- *Women First Council* – Focussed at holistic Women Development
- *Career Power* – Empowering employees to carve a career-path for themselves.
- *O<sub>2</sub>* – A league to appreciate consistent performers of last 2 yrs.
- *Xtramiles* – A R&R Portal open for all to appreciate a fellow-employee.
- *MITR* – A 24x7 Expert Counselling for employees & their families.
- *Genie* – A *personal assistant* for all trivial & some crucial chores.
- *Weekly Polls* – An employee ballot system to vote on certain issues.

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### Best Places to Work for

People  
Consciousness

Innovation

- Elilly Lilly’s Family Letters
- Google’s Maslow contact prog.
- HSBCs Psyc-Solution
- i-Gate’s 5-Cs
- Infosys’s Learning Initiatives
- Marriott’s Employee Guests
- Mind Tree’s Noble Inequality

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### IC Management is a Costly affair.

- GE’s Innovative Centre Name
- Convergys India’s Power of One
- Philip’s Dream Project
- Skoda’s Empowered Employee
- Seminis Monsanto’s Wonder World
- Greaves’s *Parivar Saptah*
- Bajaj’s *Gharkul*
- J&Js JEMS

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# Open House

Questions Please

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