



People are important, so what?

PEOPLE, PEOPLE STRATEGY, LEADERSHIP, HUMAN RESOURCE

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**It make sense that people are critical to a business.
Without the people, You couldn't operate.**

Your people interact with your customers, without them you would not have customers or people to service and help them. I think we can agree people are important.

Many, if not most organisations have an [HR team](#) it's their job to do all the people compliance, put policies and procedures in place to protect employees and the employer and ensure there are critical programs for roles, responsibilities, leadership and development, 360 feedback, secondments, and other programs to support employees.

However, it's the leader's role (supported by HR) to hire, retain, manage, develop their people. It means getting the right people in, supporting and developing them, creating an environment where people are developed, rewarded and recognised.

Now more than ever, **managing your people is important**. The war on talent has meant that getting good people to join your organisation/team is harder than it's ever been, therefore looking after your existing employees and retaining your existing workforce is critical.

Every employee wants something different and therefore understanding where they are at, and what they need to be successful and work to be rewarding is critical. A lot of HR can be theory, policies and procedures. However, it needs to be **practical hands-on approach** to work with each team or employee to ensure that you set up all the teams and the organisation for success.

This will also come down to the **culture**, it's about building a culture that people want to work in, that is bottom up built rather than top down.

If you want to work with someone that is brilliant at working with leaders, businesses and employees to redefine culture with a practical, action-oriented approach – look up **Colin Ellis**. Unbelievable outcomes!



2023 is another year of uncertain times, but one thing is for certain, **attracting and retaining the best talent is critical** to ensure you can deliver on your goals and key metrics.

At **Whiteark** we work with companies on their [people strategy](#), with hands on experience we offer a range of [services](#) and [templates](#) that can be used to help you implement some good [people strategies](#).

If we can help you, reach out for a no obligation chat to [Jo Hands](#) on 0459826221, or jo.hands@whiteark.com.au