



## **SUPPORTING HR STRATEGY**

A strategic approach to supporting Work-Life Balance will provide a firm foundation for your organisation's broader HR strategy. In any business where people are seen as a major source of competitive advantage, safeguarding the Human Resource by ensuring wellbeing and high engagement will help build Organisational Capital for the future.

Here are some examples of how my skills can support your strategic HR activities:

### **Employee Engagement**

Good Work-Life Balance has consistently been shown to improve employee engagement, loyalty and productivity. Your employee engagement survey may have already identified that people want more flexible working but your efforts to make it happen are being hampered by a lack of strategic focus. I will work with you to develop an approach that embeds core competencies into working practices and generates a workplace culture that champions balanced flexibility.

### **Developing an Agile Workforce**

Organisations are increasingly embracing the notion of Agile Working but often the workplace conversation is driven by a property or technology focus. There's a risk the people implications will be ignored and the HR function sidelined. I will equip your HR team with the appropriate expertise to be an effective project partner; and to ensure your Agile Working practices support both productivity and employee wellbeing.

### **Wellbeing and Resilience**

Both wellbeing and resilience are enhanced when people feel they have control over their working lives. In what is increasingly referred to as the #AlwaysOn culture switching off from devices and their links to the workplace can become challenging. I provide training and advice on tools for managing Work-Life Balance which can be integrated into existing Wellbeing and Resilience initiatives.

## Acknowledging Changing Social Expectations

The business case for flexible working and for supporting Work-Life Balance is well documented. As social expectations change more and more employees look for flexibility. Traditionally viewed as a means of supporting working mothers, such initiatives are as likely to appeal to working fathers, older workers wanting phased retirement and carers of adults. Gen Y's strong desire for Work-Life Balance has also been well documented.

### Client Case Study: Business Link Lincolnshire & Rutland

The newly created Business Link inherited a number of flexible working policies and practices when it broke away from the Lincolnshire TEC group. Tina McEwen, Business Link Chief Executive, wanted to ensure the focus on Work-Life Balance was maintained; and also recognised an opportunity to adopt a more strategic approach. She realised the organisation could become a model for its business customers and develop a Work-Life Balance advisory service for them.

Success Work-Life Balance initiatives depend on positive support from managers who must translate policy into action. Considerable emphasis was placed on ensuring managers felt comfortable facilitating better Work-Life Balance for their staff. An in-house Advisor was appointed: initially to act as internal 'Champion' for Work-Life Balance and ensure greater likelihood of the project's long-term success. The Advisor was also tasked with developing a Work-Life Balance Advisory Service to external clients – sharing the Business Link's internal experience with a broad range of small businesses in the area.

The Business Link's positive commitment to Work-Life Balance resulted in financial savings. Tina McEwen credited this to the fact that when people are happy in their work they're more likely to be productive. Work-Life Balance is a factor in staff satisfaction and had contributed to improved financial savings as well as to reduced absence and increased retention.

### Anna Meller MSc BSc Chartered FCIPD

I'm a specialist HR Consultant with a passionate commitment to balanced working spanning more than twenty years. My early career in line HR roles and Masters Degree in Organisational Psychology provide the basis for pragmatic evidence based support to clients wishing to integrate support for Work Life Balance into broader HR initiatives.

For more information take a look at my website: [www.sustainableworking.co.uk](http://www.sustainableworking.co.uk)

Or email me: [Anna@sustainableworking.co.uk](mailto:Anna@sustainableworking.co.uk)