

3 Fragen an 3 Influencer



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How do you see your role as an HR Influencer?

I see myself as a maker. Somebody, who does things. And the "doing" is in my case related to Employer Branding and Recruiting. The main objective to create my blog in 2009 was, to keep myself updated with all innovations going on in our scene. Probably that caused over time the "HR Influencer" label. Still super happy with my job. Grateful and stoked to work with such a great customer base, to build the #RC19 Festival, and to bidealing with all the great topics.

The most important thing here is obviously that one does not decide to become an influencer. Being perceived as such I would indicate that my role is to discuss my experience, my personal insights and learnings with the HR community. The particular thing in my case may be that due to my CV I had the opportunity to study both worlds – traditional corporate culture as well as start up culture and apart from all scientific findings have obviously a solid foundation on what really can work in practice.

As an HR Influencer, I'm passionate about sharing successful and less successful experiences and collaboration with other HR Managers. So it's not about influencing people, it's about creating networks.

What is the most important topic in the field of HR right now, in your opinion?

Of course this is – and will be – Talent Attraction. Why? – Because we live in times of two very important meta-trends: the digitization and the demographic change. How do you win the right employees? How do you make sure to retain them? – These questions are really crucial for any company. In digital times, knowledge is everything. If you don't have and keep the right people, your organization will die.

Both in young and in traditional companies I see all works around culture as the driving force behind the ability to adopt to a complex working world. This requires the absolute ability to narrowly collaborate with IT and the Internal Communication functions. This requires skills, but more than that mindset change: HR is no longer the „closed society" that it used to be and still is in many companies.

In my opinion digitization is the most relevant topic in HR as well as in our society. Its effect changes almost everything we knew before. But we have to make sure that people are the focus of all our actions.

What is your vision for HR?

HR is of strategic importance to any organization. So for HR it's time to stand up and co-define strategy, together with finance and marketing. Simple as that.

There will still be classical HR tasks, but a way bigger part ideally focusses on interdisciplinary work – a strong strategic and operational support in shaping with lots of fantasy and creativity the company's workforce, culture and future – together with IT and IC.

One of the major challenges is to shape the future of work and to contribute to the company's success. For this, HR itself has to become much more digital. How do we want to be involved in important processes and strategic projects if we do not understand what is at stake and do not speak the same language?