



Marca Recursos Humanos, La (Spanish Edition)

Martha Alles

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La obra, en su conjunto, presentará al lector una amplia gama de acciones a realizar para que la gestión de un área de Recursos Humanos alcance una valoración positiva alta, producto de la eficacia y de la calidad de la tarea realizada.

No hay un único camino para lograr un desempeño altamente eficaz. Cada responsable de Recursos Humanos deberá tomar las decisiones que correspondan en cada caso. Al respecto podemos señalar algunos denominadores comunes: calidad, aplicación de las buenas prácticas profesionales y, muy especialmente, el diseño de métodos y procedimientos en función de las necesidades y requerimientos de los clientes internos. Cuando el área de Recursos Humanos es considerada de manera positiva por las otras áreas de la organización, cuando se transforma en un área de consulta, cuando en los momentos difíciles su consejo es requerido, podríamos afirmar que ha alcanzado un valor de marca alto. Cuando dicha situación se verifica, se facilita la implementación de cualquier programa, método o proyecto que proponga, dado que tanto los directivos como los colaboradores en general tendrán confianza, se sentirán tranquilos, estarán mejor predispuestos frente a cualquier situación o imprevisto que pueda ocurrir.

Adicionalmente, cuando el área de RRHH alcanza un prestigio alto -valor de marca alto- implica que la imagen, entre directivos y colaboradores, es muy buena. Todos ellos, de manera consciente o no, la transmitirán fuera de la organización. Como consecuencia, otras personas desearán formar parte de ella. Este círculo, virtuoso por cierto, será la mayor valoración posible a alcanzar por un área de Recursos Humanos. Ser valorado por los resultados obtenidos.

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