

BUILDING A SUCCESSFUL ORGANIZATION

The 6 essential building blocks

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WHAT IS A SUCCESSFUL ORGANIZATION?

Is it one that generates the most revenue or one that makes the most profit? A simple outlook, such as this, towards measuring success is not accurate, as organizations' goals and purposes differ.

A more comprehensive way to assess success is around the value delivery of any organization benchmarked against the promised value. In other words, comparing what the organization promises to its customers and what it delivers.

Now that we have established the assessment mechanism, one more critical aspect left is to identify the necessary factors which help organizations deliver what they have promised. And without a doubt, employees are the resources that bridge the promise and the delivery. In this guide, we will talk about the *6 determinants* that impact employees at work and eventually influence the organization's success.

WHAT IS A SUCCESSFUL ORGANIZATION?





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PURPOSE

“Contribution- the why of the organization”

The purpose of the organization shouldn't answer “What is it that the organization is doing?” as this question typically focusses on the output – products and services that the organization is delivering.

The purpose of the organization must answer the two fundamental questions – “Why are you doing this?” and “Why is it important.”

To sum it up, the purpose is the organization's rationale that justifies its existence. The purpose must be inspiring and motivational for employees. While businesses exist to increase shareholder value, they also serve the purpose of making a difference to the world.



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PROPOSED VALUE

“To form a deep attachment between your brand and your customer is to make and keep your brand promise... over, and over, and over again.”

- Marcus Varner

Proposed value is the value promised by an organization to its customers through its products or services. It helps organizations in two ways: first, communicating to the customer a reason to buy its products and services and second, guiding the company in making decisions aligned to the promise.

Employees exposed to a well defined proposed value of the product or service have a better experience at work. *Whenever faced with a dilemma regarding the product or service, the nuances of the proposed value guide them.*

CONSTITUENTS OF PROPOSED VALUE

A successful organization makes sure that its value proposition identifies:

- **The main customers:** The value proposition of any organization generally starts with its customers. For targeting a customer, a value proposition must touch upon subtle nuances of the demographics and psychographics of that particular customer group.
- **The customer problems:** It is important to highlight the problems the targeted customer group faces that your product or services will solve.
- **The unique benefit:** The next important part of the value proposition is highlighting the benefit that your service or product offers to the customers. A unique benefit is what attracts the customers towards the organization.
- **The competitive advantage:** Another important aspect of your organization's value proposition is the advantage your product or service will provide your customers over the competitor's product or service.



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EMPLOYEE HAPPINESS

“A happy employee relates that happiness to customer, and vice versa for unhappy ones”

- Anne Hodkin

Employee happiness might sound like a straightforward concept, like employees being happy all the time. And the ways to achieve that can be confused single dimensionally with having fun activities at work. However, there is a broader sense behind the whole concept of employee happiness.

Employee happiness is more about the employees feeling positive and having a positive experience regarding their work. *It is about the employees willing to go to the extents for the well being of their team and the company, as they genuinely feel the importance of their work.*

WHY EMPLOYEE HAPPINESS?

Here is a list of reasons why employee happiness is vital for organizational success:

- **Happy employees are productive employees:** Many studies highlighting the fact that happier employees are more productive. As happy employees are free from stress, they make fewer mistakes and are more efficient.
- **Happy employees care more:** Happy employees are typically more invested in the organization as they feel positive about their work. Hence they end up caring more about the organization's goals and objectives.
- **Happiness boosts creativity:** Studies suggest that there is a positive correlation between happiness and creativity. It is based on the observation that happiness widens attention, allowing individuals to see more viable solutions.
- **Happiness leads to successful employees:** Productive and creative employees who care about their organization perform better in their careers. More such successful employees create a successful organization.



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CULTURE

“Corporate culture matters. How management chooses to treat its people impacts everything – for better or for worse”

- Simon Sinek

Culture is created by practicing certain “ways of doing things.” These are based on the organization’s value system. Values converted into actions build the culture over the long run. Having values defined on a piece of paper or through regular communication is not enough. They need to be practiced at all levels as people follow what they see everyone doing.

There should be rewards for being a value champion and repercussions for flouting them.

Companies having synergy between their culture and their values enjoy the dividends of desired outcomes. For instance, companies valuing customer satisfaction and having a culture where employees actively work, deploy best practices and collaborate in a way that benefits the customers, will have happier customers.

WHY IS CULTURE IMPORTANT?

Here are the reasons why having a strong organizational culture is essential for success:

- **It defines your company's identity:** The culture determines how employees or customers perceive the company. And the right perception can lead to attracting the right employees and more customers.
- **It transforms your employees into ambassadors:** Employees are the best ambassadors or critics of any organization. A culture that boosts employee happiness can turn your employees into ambassadors.
- **It attracts and retains the right talent:** Every organization requires a specific type of talent for different roles to function effectively. Hence, the organization needs to promote a culture that attracts the right talent.
- **It impacts delivery:** Meeting their customer's expectations is crucial to any organization. Employees reflect the culture onto the customers.
- **Improved employee experience:** When an employee is exposed to the same values and norms everyday, it leads to a positive employee experience.



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PEOPLE

“The real competitive advantage in any business in one word only, which is ‘people’”

- Kamil Toume

While an organization is a legal entity, it needs employees to run its day-to-day operations, whom we refer to as “people.” As people run the show for the organizations, it is crucial to focus on their well being – whether physical or mental, address their feedbacks, grievances, work environment issues, or any other need that they may have.

One cannot separate human psychology-needs and wants, while designing HR policies for the organization. If they are well tended to, they can go a long way in making organizations a happy place, further contributing to productivity. Talent management is a subset but an important part of the ‘people’ aspect, which we will address now.



- 4.1 -

TALENT

“Create and nurture an environment in your organization where curiosity is encouraged, and creative thinking is rewarded” – Pearl Zhu

Recruiting and developing the right talent is incredibly essential for an organization's success, as highlighted by the senior leaders across industries. Organizations are investing time and money in figuring out efficient and better ways of recruiting and developing the right talent.

The right talent is about uniting the implicit and explicit requirements of the job with the right people. For instance, hiring someone with better analytical skills for an accountant's job makes more sense.

IMPORTANCE OF HAVING THE RIGHT TALENT

Here are the reasons which highlight the importance of having the right talent:

- **Skills:** Many small tasks and jobs assimilate into departments, and various departments make an organization. Hence getting these jobs right is an important task that requires finding the right talent with the right skills.
- **Mindset for the overall fit:** While getting the right skills is essential, the right mindset is even more crucial as it ensures the amalgamation of people to form high performing teams.
- **Maximized productivity:** Once the talent with the right skills and values is attracted and retained, teams start performing at their capacity.
- **Employee growth leading to organizational growth:** When employees with the right skills and values are put into high performing teams, they learn from each other and perform better.
- **Improved employee experience:** Hiring the right talent for the organization and organizing them means trying to solve a jigsaw puzzle which once completed leads to smooth workflows and an enhanced employee experience.



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SYSTEMS

*"A good system shortens
the road to the goal"*
- Orison Swett Marden

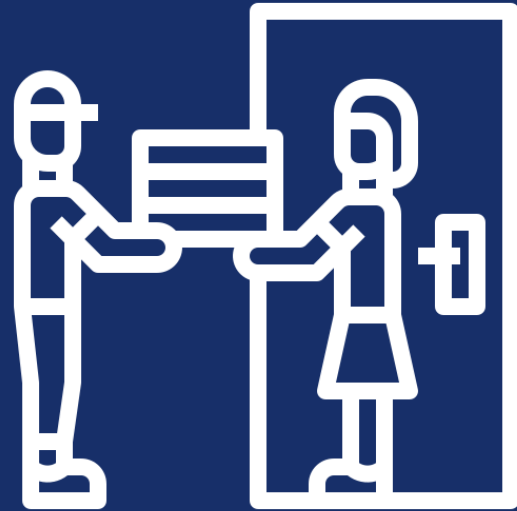
Systems help employees stay efficient in the workplace. The systems we are talking about here are the processes, functions, frameworks, and so on.

Having the right systems is essential as it makes employees productive and positively impacts their experience. ***Additionally, systems can act as differentiators during the employee hiring process.*** For instance, a candidate will tend to choose a company with better policies and practices.

IMPACT CREATED BY SYSTEMS

Here is how the right systems helps organizations stay on track to achieve their full potential:

- **HR procedures:** HR procedures, like learning and development, induction, orientation, etc. if deployed correctly and in harmony with other constituents of the organization, can yield considerably huge dividends.
- **Best practices:** Best practices help organizations reduce waste and improve the quality of the outcomes. They also help employees become more productive.
- **Policies:** Essential HR policies help employers fulfill their responsibilities, while non-essential HR policies help them function better. The right mix of these two can help employers achieve their target of efficiency and talent attraction.
- **Technology:** Technology completes this whole ecosystem. It ensures efficient and fast deployment of other systems, such as policies and processes.
- **Employee experience:** Right systems can act as effective interfaces between the HR department and employees, facilitating a smooth flow of information, handling of requests, etc. thereby, enhancing employee experience



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DELIVERED VALUE

“Your customers are the judge, jury, and executioner of your value proposition. They will be merciless if you don't find fit!”

- Alexander Osterwalder

Delivered value is the most crucial parameter on which an organization's customers evaluate it. While the proposed value attracts the customers and influences the employees, *delivered value retains valuable customers and boosts the confidence of all the stakeholders involved.*

If an organization provides the promised value and solves all guaranteed problems better than its competitor, it has achieved the most crucial aspect of success.

CONCLUSION

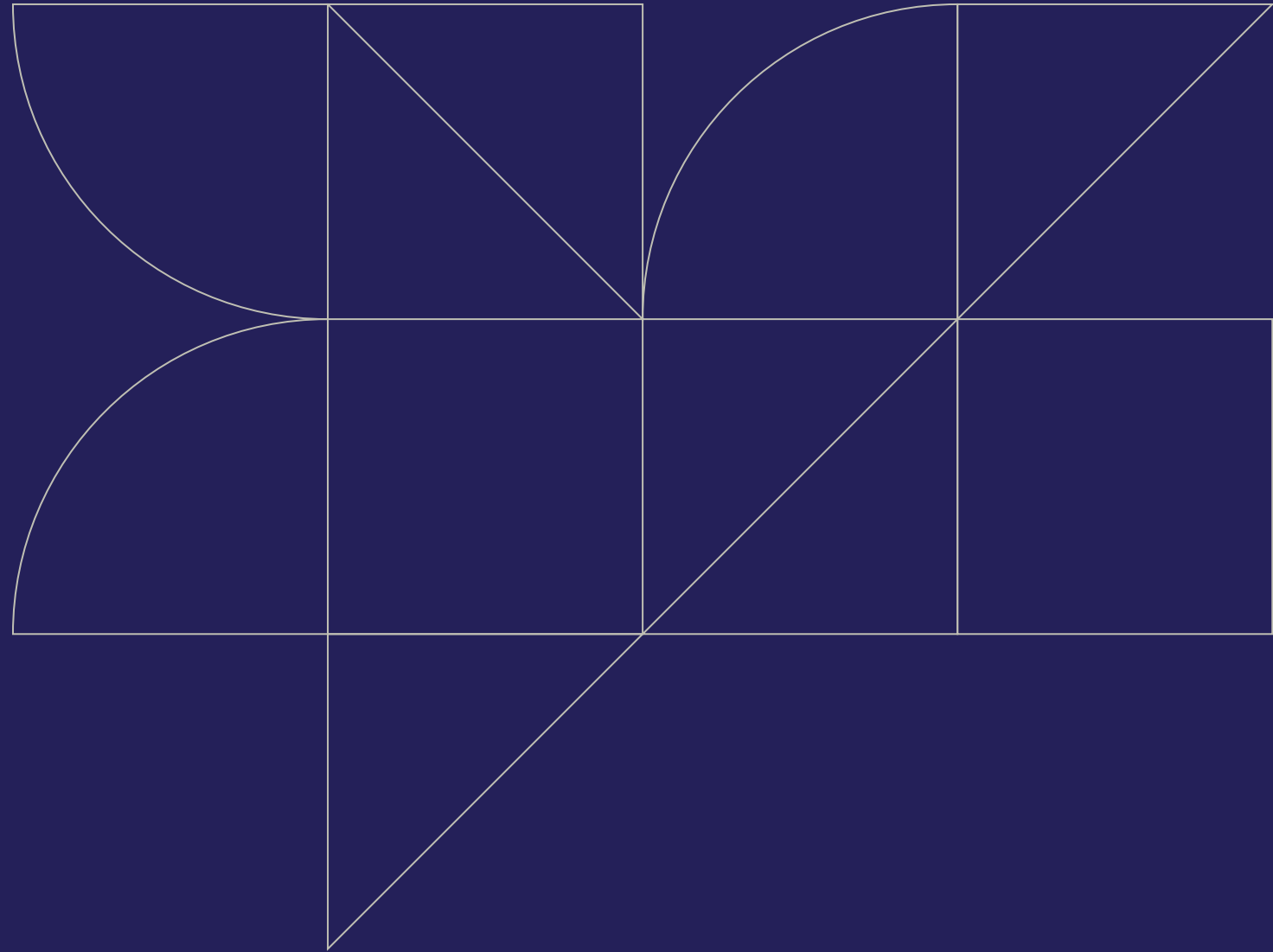
Organizations can decide their value proposition depending on the services and products they offer to attract customers. The value proposition connects all the critical dots: customers, products or services, and competitors. While deciding the proposed value can be hard, delivering what was promised is harder.

To successfully deliver what was promised, organizations must focus on their employees and how they interact with the organization while performing their work, as employees are the backbone of any operation. Organizations must provide all that is essential to their employees to reach the goal of delivering the promised value.

As highlighted by this guide, rightly talented and happy employees operating in the right culture and provided with the right mission and systems are the ones who can efficiently bring together the promised and delivered value.

Several HCM and HRMS systems are present in the market that focus on employee productivity, efficiency, and repetitive day-to-day needs to help them deliver the promised value.

Employee experience transformation solutions like *Humané*, incorporate the methodology described in this guide to become a comprehensive, people-centric solution that focuses on employee happiness. For more details, please visit: <https://humane.zensar.com/>



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