

BIG IDEA, IN BRIEF

# Why You Need An HR Business Partner

3-MINUTE  
READ

## Developing a Talent Strategy, Engaging Employees and Managing Change Is the C-suite and Business Leader's Responsibility

**But you don't have to do it alone.** The role of the HR Business Partner is designed to advise the C-suite and business leaders on how to unlock the power of their people and teams. Leaders are faced with increasing challenges around managing their talent and preparing for the future. HR Business Partners wear myriad hats leveraging the following critical capabilities:

**Coach:** HRBPs provide valuable coaching to leaders to unlock potential and improve personal and organizational effectiveness.

**Talent Accelerator:** HRBPs proactively identify current and future talent needs within the business and develop talent strategies to close gaps.

**Organization Advisor:** Grounded in a strong knowledge of the business, HRBPs consult with leaders on organization development and HR solutions that align with the business strategy to deliver positive business and people outcomes.

**Connector:** HRBPs translate business needs to inform the development of integrated people solutions and provide guidance for navigating HR services and resources.

**Culture Shaper:** HRBPs advise leaders on strategies to cultivate an inclusive work environment, manage organizational change and foster an engaged and agile workforce to enable a positive employee experience.

**Storyteller:** HRBPs identify meaningful Human Capital metrics and leverage data-driven insights to craft coherent and compelling stories that drive decision-making and positive change for the business.

## YOUR HRBP CAN ENABLE YOUR SUCCESS BY HELPING ANSWER THESE QUESTIONS

### IS YOUR ORGANIZATION ENABLED TO ACHIEVE ITS OBJECTIVES?

Is your organization aligned on a common strategy? Does your culture reinforce the behaviors and values that matter most? How well does your organization structure support your business strategy? Are decision rights and processes clearly understood?

### DO YOU HAVE THE CAPABILITIES YOU NEED?

What are the capabilities you need to drive your organization's strategy? Does the talent exist internally? Can you develop current employees? Do you need to hire externally? Do you have a plan to make this happen?

### HOW ENGAGED ARE YOUR EMPLOYEES?

Do you know how your employees feel about working for your organization? What do they say? Do they intend to stay? Is there a sense of inclusion and belonging? Are they contributing at their highest potential? What are you doing to improve their experience and their engagement?

### ARE YOU EFFECTIVELY MANAGING CHANGE?

As you pursue your organization objectives are you proactively managing the change? Are you communicating to employees to help them understand the reasons for the change and what they need to do to adapt to the new normal? Are you monitoring their transition and adapting along the way?

## PARTNERSHIP IS CRITICAL TO SUCCESS

To get the support you need, partnering must go both ways. To ensure your HR Business Partner can contribute fully, be sure to include them as part of the business strategy and planning team, just as you do with your sales, marketing and financial team members. Top HR Business Partners are successful because they are critical members of the management team, bringing unique capabilities and perspectives.

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