

# HR Strategy for the High Performing Business: Inspiring Success through Effective Human Resource Management

Ap Eigenhuis, Rob Van Dijk

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Authors Ap Eigenhuis and Rob van Dijk see a natural alliance between the CEO and the HR executive. Basing their ideas on their own experiences and on work done by a Unilever team, they introduce an online checklist that identifies areas of corporate weakness, and they explain how to use the results to build a new human resources agenda that brings together executives and HR leaders. The checklist focuses on the people-side of business and contains nine sections made up of 30 questions relating to: energizing leadership to mobilize people, building the team, shared vision and values, strategic framework, an aligned and lean organization, high-performing empowered teams, coaching, creating a winning organizational climate, and delivering results and rewards.

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