



# THE STRATEGIC HR PLAYBOOK

*Made By*

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# Introduction

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Welcome to the Strategic HR Playbook. At its core, every successful business is powered by its people—the driving force behind its purpose.

This guide is not just about understanding the future of work but actively shaping it, where HR plays a pivotal role.

The practical 'doing' of strategy is a challenge many HR professionals face, the Strategic HR Playbook offers actionable insights on where to focus and how.

Within these pages, we decode the 7 Core Pillars of Strategic HR that fortify our function – from shaping clarity and culture to driving leadership and growth.

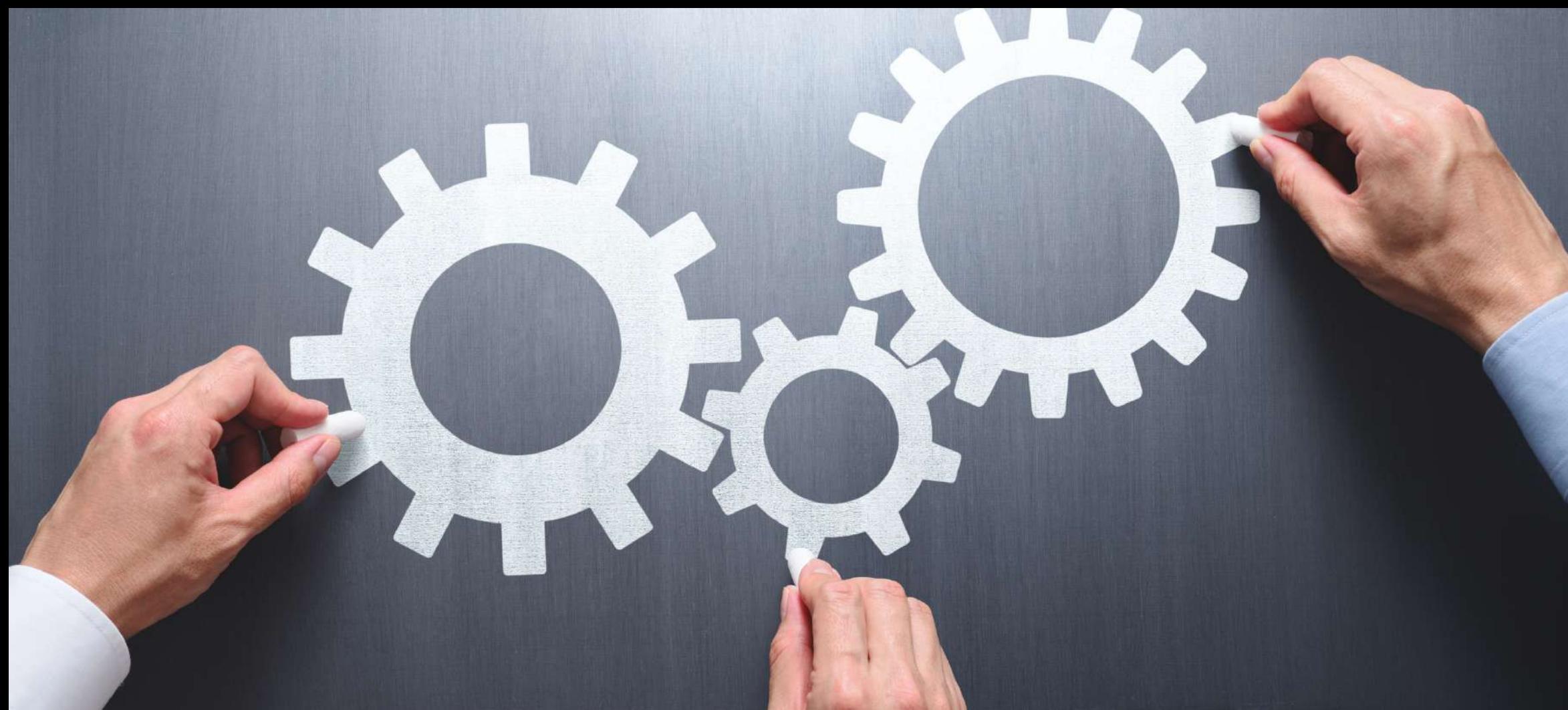
These pillars are not just concepts but actionable paths that align the HR team's efforts with organisational success.

This playbook is also an invitation to integrate HR as a vital part of your leadership team, showing you where HR brings value and creates results.

# The 7 Core Pillars of Strategic HR



# 01: Shaping Strategic and Operational Clarity



HR should work towards creating strategic and operational clarity. Both across the organisation and within their own function. This is about organisational development – structural set up. This means a robust organisational design where the roles, expectations, and accountability are transparent. It's about aligning the people implications of business strategy, understanding skills and capabilities, and ensuring that everyone is on the same page. Businesses need productised solutions, intelligent data and insights, and HR must be leaders, consultants and advisors.

**Robust organisational design**

**Transparent roles, expectations, accountability**

**Align people implications with business strategy**

**Understand skills and capabilities**

**Ensure alignment and shared vision**

**Productised solutions**

**Intelligent data and insights**

**Leaders whose expertise is People.**

# 02: Aligning Workforce Goals



By aligning workforce goals with business strategy, Strategic HR enhances performance, competitive edge, profitability, and overall productivity.

## Q&A:

**How do you involve employees in the goal-setting process to ensure better alignment and engagement with your strategy?**

# 03: Shaping Winning Cultures



Strategic HR shapes workplaces to build winning cultures that deliver results, create value to clients and are fulfilling, motivating and inspiring to work within. HR are not the engagement police, the party committee or the Chief Happiness Officer!

**But they do help to drive the kind of culture that both enables the strategy and that people want to work within. Culture is a shared responsibility - much comes from the top but it happens in all directions.**



**Be an ambassador or culture carrier but don't put it solely on your shoulders.**

# 04: Facilitating Connections and Collaborations



HR sees people and teams with similar challenges and opportunities and can connect them together.

Collaboration, co-creation and high-performing teams are fundamental success factors of any business.

Strategic HR matches people with opportunities, connects ideas with creatives (and implementers), as well as challenges with problem-solvers, unifying team efforts towards common strategic objectives.

**POORLY ALIGNED GOALS AT ANY LEVEL OF THE ORGANISATION JEOPARDISE STRATEGY EXECUTION.**

# 05: Enabling Teams Performance



This is facilitated through effective team coaching, performance management systems, upskilling programs, and talent development initiatives that go beyond the traditional "annual review" and move towards understanding each others preferences, leveraging each others strengths, harnessing the diversity in teams and continuous peer feedback and collaboration.

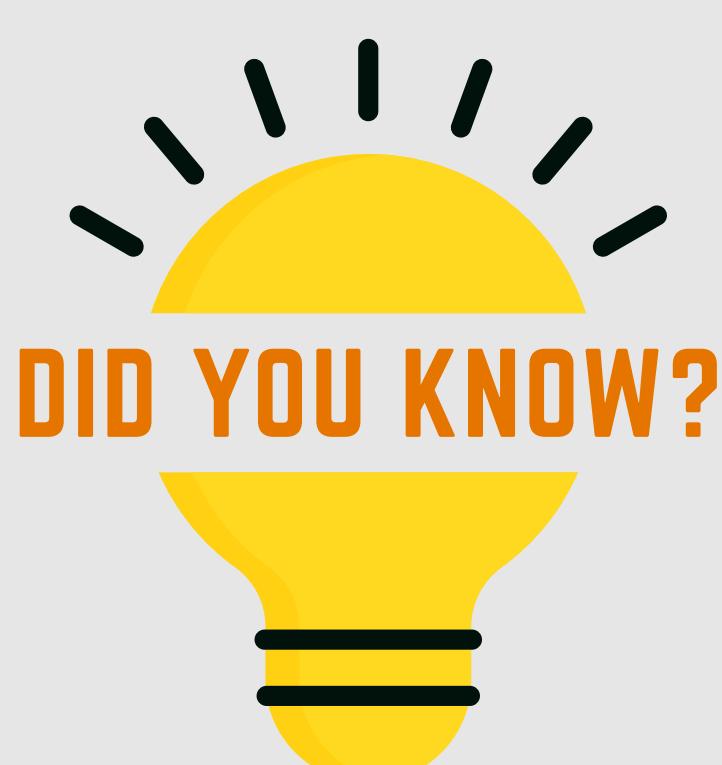


**Strategic HR focuses on developing relationships between team members.**

# 06: Driving Growth and Adaptability



In Strategic HR, we understand that we are not the culture creators or the engagement police (!), but champions of a growth-oriented culture. We show that the way to achieve this is through inclusion and adaptability – essential qualities for navigating the ever-changing, evolving world of work.



HR professionals championing flexible work arrangements have contributed to a rise in "unconventional" workspaces, including offices with slides, nap pods, and even indoor climbing walls, fostering a more dynamic work environment.

# 07: Creating Energy and Driving Successful Leadership



HR functions should be designed to motivate, inspire and energize employees to make business strategy happen. This can be achieved through tailored talent capabilities programs that focus on building grit, resilience, and adaptability.



**In what way can a leader build and maintain strong relationships with their teams and stakeholders to drive success?**

Use this space to write your Strategic HR Goals:

# Contact Us

If you are curious to learn more and would like to schedule a **30 min 1:1 slot** on my calendar.



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**MAKE THE SHIFT FROM  
OPERATIONAL TO STRATEGIC.**

## Thank You

**Level Up HR** - Taking HR to the next level.

Thank you for reading this Strategic HR Playbook and sharing your time with me. Let's reshape and LevelUp the future of HR together. Stay inspired, stay strategic, stay unstoppable!

**Rachel Wilson Rugelsjøen**

LevelUp HR - Managing Director and Founder

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