

# The Outside-in of HR's agenda...



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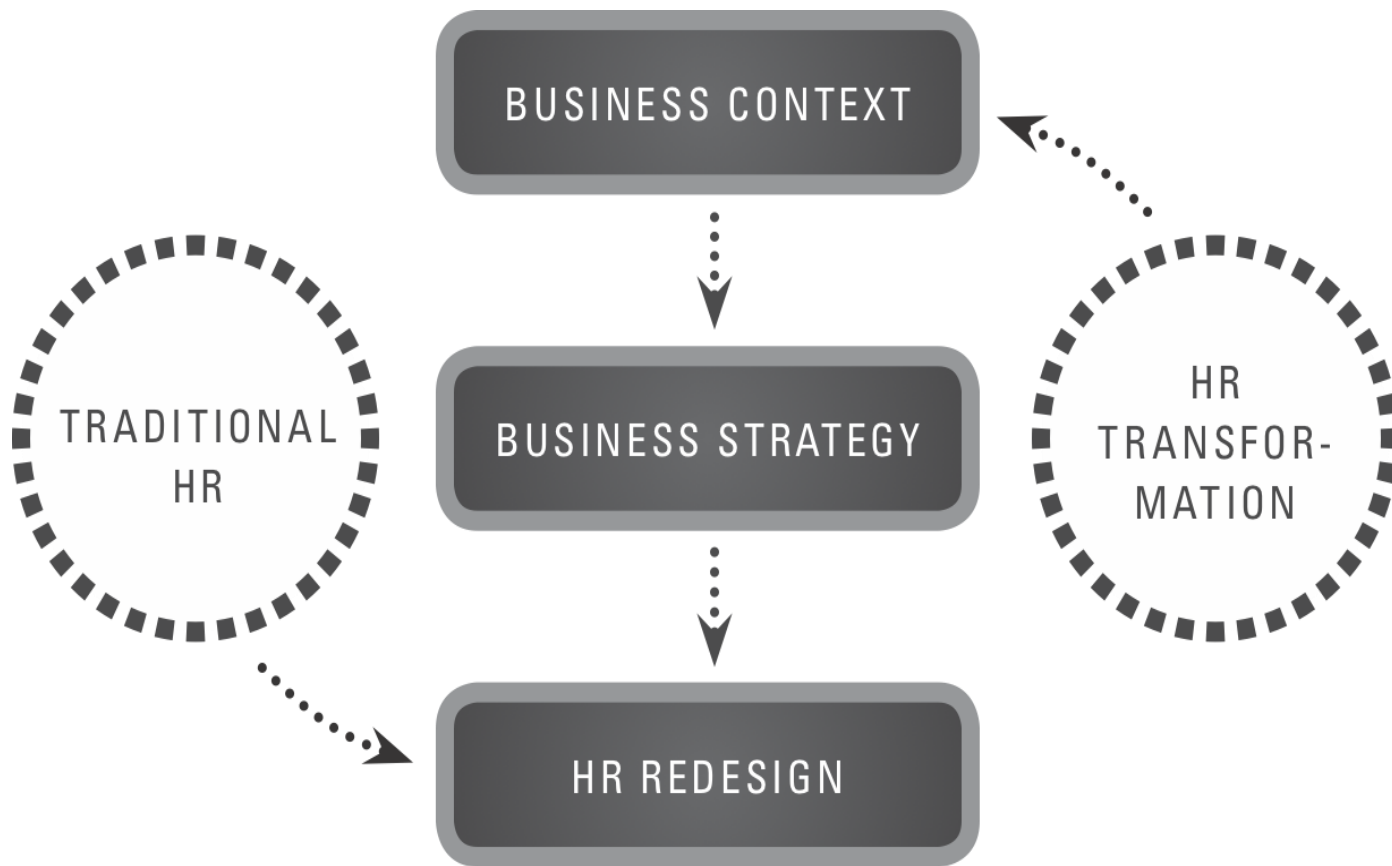
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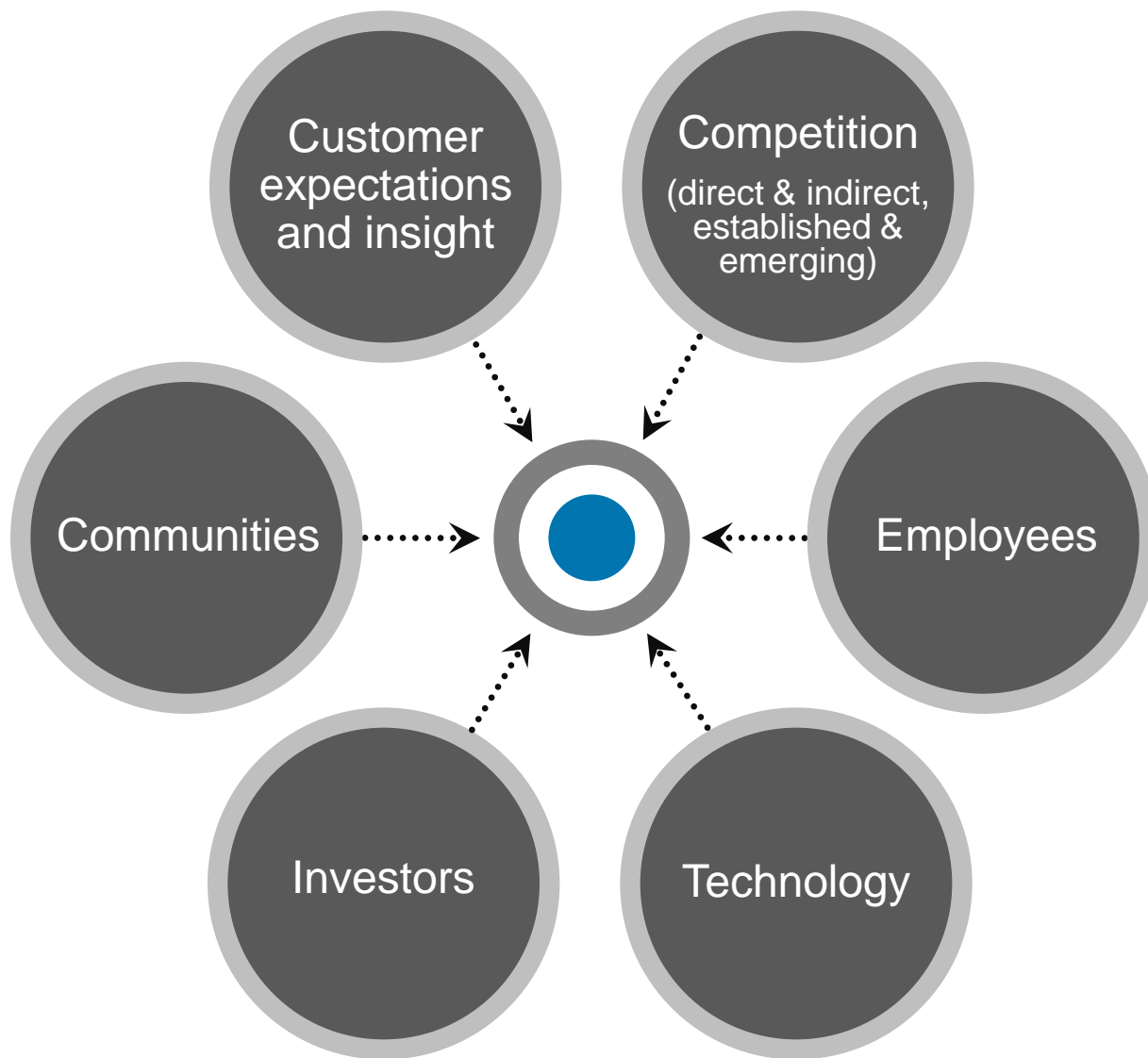
**Forskerdagen | Sveriges HR Forening, 25<sup>th</sup> of NOV 2010**



# “Value is in the eyes of the receiver”





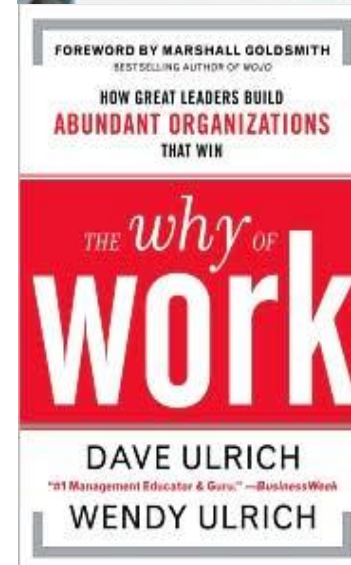


# The Economic Order of The Social

- Re-socializing the work place in respect of the social reality of the outside world and key stakeholder relations (More efficient, increased effect)
- Recover trust in relations inside the organization (beyond roles and rules)

FROM	TO
Roles	Individuality
Rules	Reciprocity
Economic incentives	Social and moral obligation

(Emmanuel Gobillot, 2008)



# Intimate economy

- ✓ Transparent operation and clear flow of delivery
- ✓ It's personal! – we sell solutions not products
- ✓ Safety ("Don't you want this mortgage to feel like you're a good mum")
- ✓ Strategic alliances, connections and partnerships
- ✓ Optimization through easily digestible solutions (the 20 second test, short termed)
- ✓ Manifestations of added-time (sloooow coffee!)



# TRUST: From Sales to Commercial Capability

1. How can I get access to my clients more often?
2. How can I persuade my client to introduce me to others in their organization?
3. How can I cross-sell?
4. How can I avoid being typecast, labelled as a specialist only in my main field?
5. What do I do about not being an expert in related fields?
6. How do I get clients less focused on price?
7. How do I get clients to play fairly with me?

⇒ **By earning their trust!**

Source: David Maister et al (2001) 'The Trusted Advisor'

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More for less



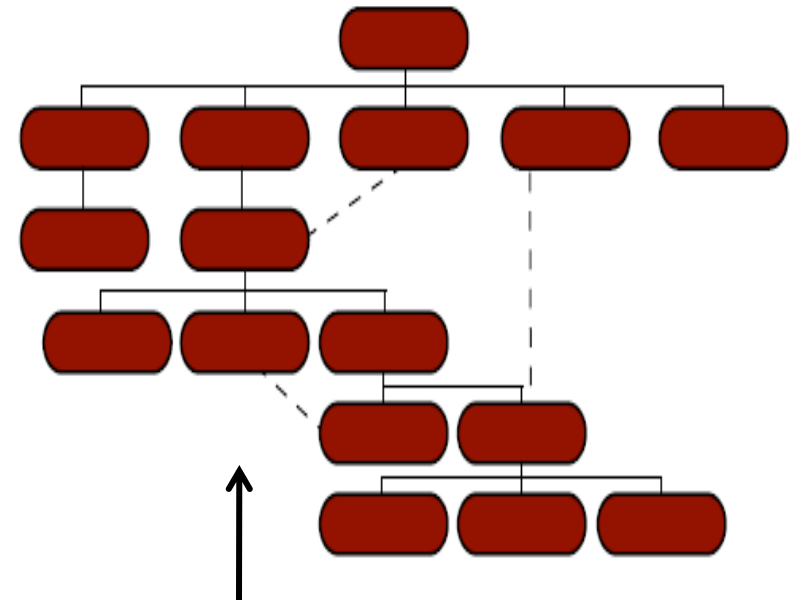
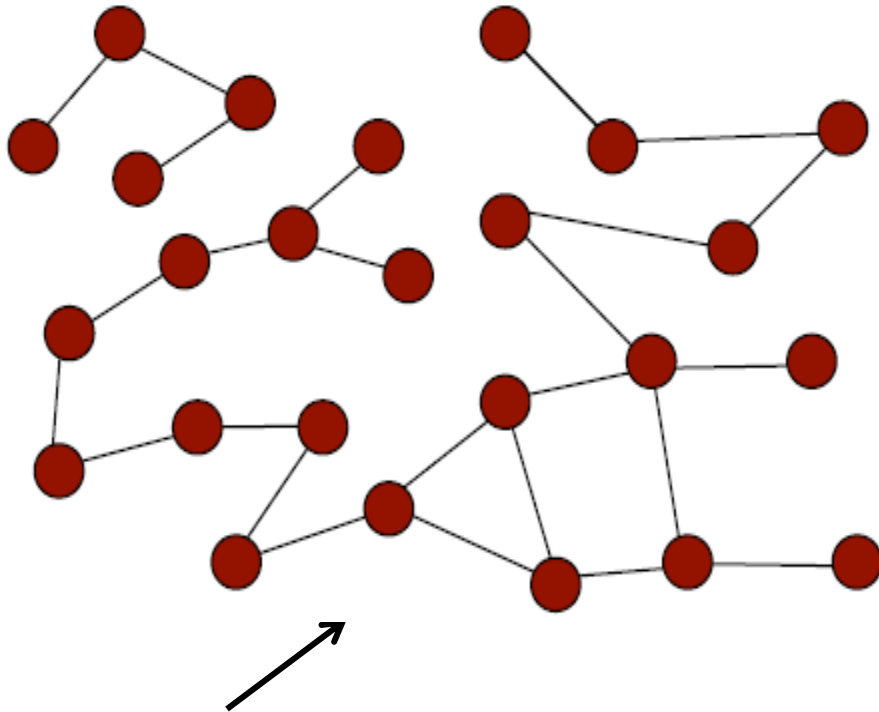
# SLOWCRATIC WISDOM



**Philo-slow-osophy: The Philosophy of Slow.** *Difficult to say, easier to understand.*



## HR practice



Align meaning to cut costs

Create value through relations of trust

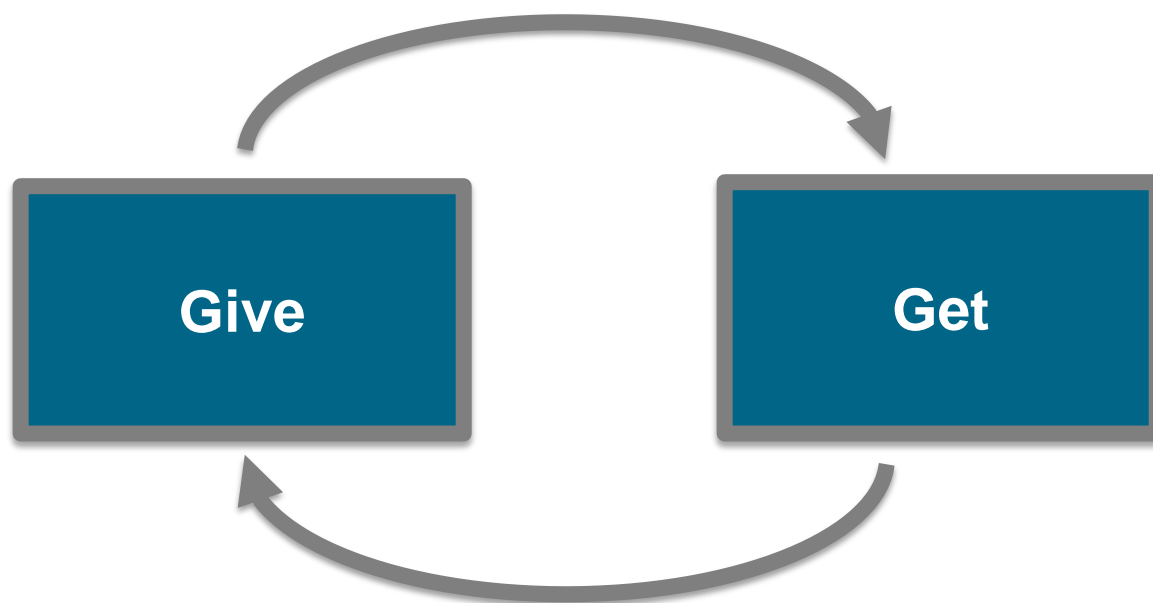


# Emotional control...



# Customer Value Proposition

**RECIPROCITY + INDIVIDUALITY + SOCIALLY AND MORALLY OBLIGED TO ACT**



**Think of a great customer experience you have been part of recently. What made the experience great for both parties – what was the ‘give-get’?**

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# Getting the HR model right...

Stakeholder	The 'Give-Get'	Measure of relational improvement	Strategy and targets	HR practice
Customers				
Competitors				
Employees				
Investors				
Partners				
Suppliers				