The goal of every HR department is to hire the best candidates. Candidates that are invested in your organization and go above and beyond to get the job done. Candidates that ensure customer satisfaction and, ultimately, increase profitability.

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Strengthening your organization through HR

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Read on »
1. **Innovate**

We live in an age of unbelievable technological advances. If your HR department isn’t taking advantage of technology and using it in innovative ways, it’s falling behind the competition.

For instance, enterprise content management (ECM) solutions – commonly known as document management – transform HR departments by:

- Encrypting information, ensuring security of files and data while supporting compliance efforts
- Increasing efficiency of HR professionals by eliminating manual, paper-based processing
- Improving HR’s level of service to employees because they have more time to focus on employees, not paper processing

2. **Align your HR strategy with your business strategy**

Constantly ask how departmental goals align with those of your business. If supporting compliance initiatives is what’s most important to your business this year, figure out how you can support it in your department as well.

3. **Know your business**

How does your company turn a profit? If you can’t articulate this, meet with someone who can explain it to you. You can only positively impact the bottom line if you know how your company truly operates.

4. **Hire and engage the right talent**

It’ll also help you build a business case for your department initiatives. By understanding how your company operates, you align departmental goals with those of your organization.

5. **Investing in good leaders and profitability go hand-in-hand**

Leaders drive employee performance. When you look at great leaders and their attributes, it’s easy to see the connection between true leadership and increased profits.

Your leaders should:

- Have a clear vision
- Follow a results-focused strategy
- Lead transformation
- Be a model for integrity and character

6. **Engage in competitive learning**

You’re responsible for developing training for your organization. But it is important to determine if your training adds value to your organization in a way that translates into profitability.

Remember, when talking with finance executives, they will want to know how your training will impact the bottom line. Keeping this in mind helps you engage in conversations with your executives and provides insight into the value of what you’re doing.

7. **Construct a positive experience**

A positive experience yields higher profitability. Ask yourself: What experiences are you creating for your employees and customers? How can you help shape the experience customers have with your organization?

8. **Execute with excellence**

Think about your favorite product or service. What makes you loyal to that product? Why do you choose that service over others over and over?

Determine how you can make that same connection with internal customers. What can be refined in my people, processes and systems to increase our level of excellence?

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