

3 Fragen an 3 Influencer



Jennifer McClure is an entrepreneur, keynote speaker, and high performance coach who works with leaders to increase their impact.

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Matthias Meifert is founder and Managing Partner of HRpepper Management Consultants and according to Personalmagazin one of the 40 leading HR heads



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How do you see your role as an HR Influencer?

My goal is to encourage, equip and empower business leaders and HR leaders to embrace their roles in adapting to and changing the future of work. My approach is to share the possibilities and examples of how others are leading the way, in an effort to get HR leaders from both small and large organizations to believe that they can make a difference. I want to show them how to build the trust and relationships necessary to get their ideas heard, and to build the business cases necessary to get their ideas approved.

Honestly, I would never call myself an HR influencer. Rather, I understand myself and the role of other Peppers as trusted advisors: A valued counterpart that helps others solving their challenges. I do not claim for myself that I know everything better or that I have the only correct solution in my pocket. Rather, I see myself as a catalyst, bridge builder and pilot in an almost confusing world of solutions. However, there is a small claim resonating: With every project we want to make a contribution to making tomorrow's working world a little better.

I see my role as someone who scans the HR community as well as the market. I bring opinions, discussions, insights and generally something to think about to the HR community.

What is the most important topic in the field of HR right now, in your opinion?

Mapping the employee experience to the consumer experience. We cannot afford to continue to frustrate potential employees and existing employee. We should be looking both within our organization, and outside our organization to identify tools, technologies and methods to allow people to accomplish their work with ease and with as much autonomy as possible.

The central task of HR today is to promote a forward-looking corporate culture and implement it with an adequate employee experience. This ranges from being a role model, the use of agile methods, co-creation for new personnel services to intensive work on the 'system' in order to establish a networked, flexible organization.

It should be the future of work: How will the digital revolution affect the way we work and live? But in fact it is more about employer branding and attracting talent, I guess. Which is okay from a company-perspective but without any impact beyond. We've got bigger issues on the plate! I know how stressful everyday-HR-life can be. But you should save some time for strategic thinking beyond company-boundaries.

What is your vision for HR?

I fully believe that HR leaders are uniquely positioned to have the most impact in their organizations. My vision is to empower HR leaders to step into that role, welcome the responsibility, and deliver high impact results.

If HR were to grow beyond itself in the necessary transformation of organizations towards more flexibility, and if we were dealing with "perfect" organizations and people, HR would become superfluous. Since we live in imperfect times, there is still much to be done.

I would love to see HR as a think tank for the future of work and the future of workforce. We should gain more self-esteem instantly and bring our valuable opinions and insights to the management-table. Let's create a voice that matters.