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A WORKING REPORT & RESEARCH ON HR KITES

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A WORKING REPORT & RESEARCH ON HR KITES

By

Nadira Afsana Haque

ID: 0820137

An Internship Report Presented in Partial Fulfillment

Of the Requirements for the Degree Bachelor of Business Administration (BBA)

INDEPENDENT UNIVERSITY, BANGLADESH

April, 2012

A WORKING REPORT & RESEARCH ON HR KITES

By

Nadira Afsana Haque

ID: 0820137

Has Been Approved

April, 2012

_____

Mohammad Ali Arafat

Lecturer

School of Business

INDEPENDENT UNIVERSITY, BANGLADESH

Letter of Transmittal

April 29, 2012

Mohammad Ali Arafat
Lecturer
School of Business
Independent University, Bangladesh (IUB)
Subject: **Submission of internship report**

Dear Sir,

It is a great pleasure for me to submit the working report on "HR Kites" and a research on Satisfaction of Participants in HR Kites' Public Trainings. I am submitting this report as part of my internship (BBA 499A) in HR Kites. As my faculty supervisor, I have tried to prepare the report following your instructions.

The purpose of the report is based on the experience and other activities of HR Kites. There is also a survey on the research on satisfaction of participants in HR Kites' public trainings.

I will be glad if you kindly accept this report.

Thanking you.

Sincerely,

_____

Nadira Afsana Haque

ID # 0820137

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PART A: Working Report on HR Kites

Chapter One: DESCRIPTION OF HR KITES

1.1 HR Kites Background

HR Kites is a leading HR Service provider in Bangladesh. Enriched with certified and experienced business & HR expertise combination; Mr. Saood Bin Masood, Managing Director, HR Kites along with skilled permanent team, experienced freelancers and international strategic partners is making a difference. It's unique ever in Bangladesh to provide quality and result driven solution with diversity, network, creativity and empowered with its updated research.

HR Kites' Vision: To be the best recognized team from Bangladesh for Talent development

HR Kites' Moto: Unlock the power in people

1.1.1 Key Strengths of HR Kites:

Commitment and Accuracy

Focus and Alignment

Creativity and Flexibility

1.1.2 Complete Solution

HR Kites' approach is 360° from transformation to execution. Starting from gap analysis through understanding the culture of the organization we develop our concept of solution afterwards facilitation along with execution and ends with change at workplace. HR Kites is passionate to listen to organization and individual need for growth. Our Expertise lies in making your system work smarter.

1.1.3 HR Kites' Client Base in two years:



Figure 1: HR Kites' Client Base

1.2 Organizational Structure of HR Kites

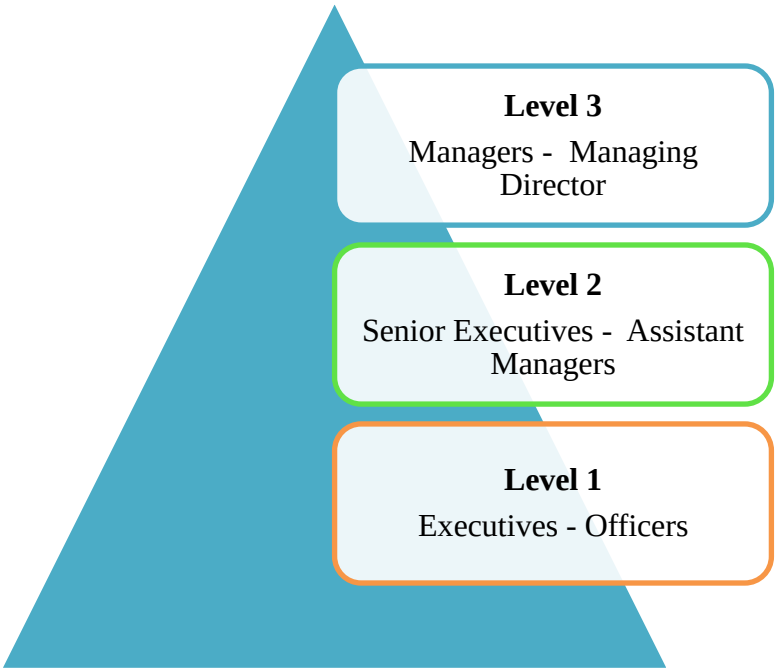


Figure 2: Organizational Structure of HR Kites

1.3 Lines of authority



Figure 3: Lines of Authority

HR Kites' team involves 7 dynamic individuals. The Organization Excellence and Talent Management departments are the two wings of HR Kites. Lead by assistant managers in each department, one executive serves each department working directly under the managers. Business Development Projects is a new sector in HR Kites which is handled by a management trainee, supervised by the Organization Excellence department.

1.4 What HR Kites does

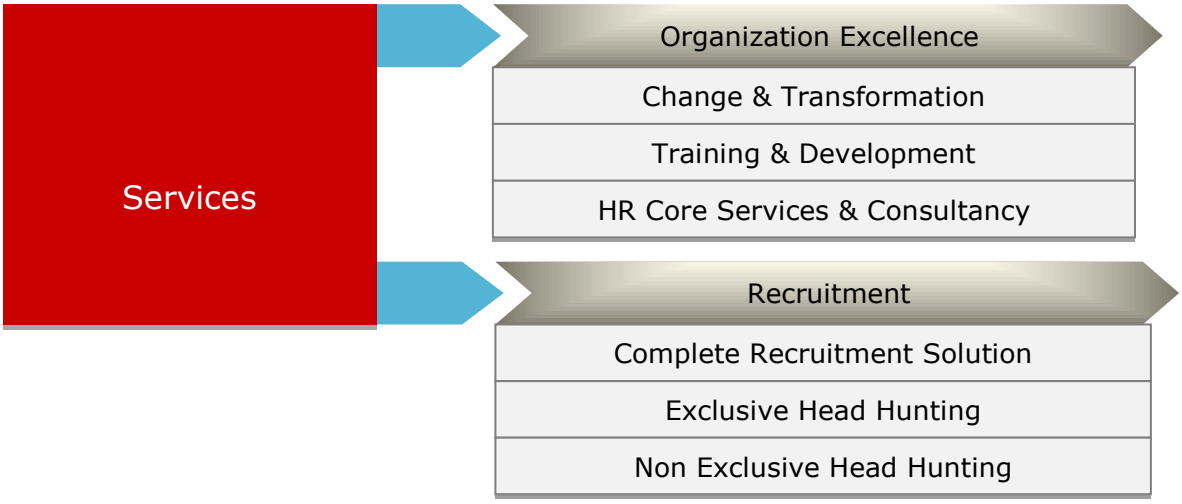


Figure 4: What HR Kites does

1.4.1 Organization Excellence

HR Kites' approach is 360° from transformation to execution. Starting from gap analysis through understanding the culture of the organization HR Kites develops a concept of solution afterwards facilitation along with execution and ends with change at workplace. HR Kites is passionate to listen to organization and individual need for growth. HR Kites' expertise lies in making an organizations' system work smarter.

OE department provides 3 types of services in three areas:

- HR Core Service and Consultancy
- Training and Development
- Leadership and Change

OE products under these three areas are:

HR Core services and Consultancy	Learning & Development Product	Leadership & Change Product
1. Role Profile Re-writing	1. Effective HR Practices	1. Change Management
2. Career Matrix	2. Team@Excellence©	2. Leadership@Excellence©
3. Building Vision, Mission and Values for company	3. ECSP© (Effective Communication Skill program)	3. LMDP© (Leadership and Motivational Skill Development)
4. Job Evaluation	4. PSP© (Public Speaking and Presentation Skill Program)	4. Culture Assessment Solution
5. Salary Survey	5. ANSP© (Advance Negotiation Skill Program)	5. Onboarding© - with Values
6. Assessment Center Process Establishment	6. FLP© (Future Leadership Program)	6.Onboarding© - with Leadership Competencies
7. Development Center Roll-out for employee promotion/identifying high potential	7. Performance Coaching and Mentoring Program	7.Win Our Way - For Driving Performance Driven Culture
8. AISB (Advance Interviewing Skill Board) Development	8. TTT© (Train The Trainer)	8. Thought Leadership
9. HR Audit	9. Sales Series©	
10. HR Accounting	10. Supervisory Skill for Managers	
	11. PSDM© (Problem Solving and Decision Making Program)	
	12. Corporate Winning Attitude©	
	13. Stress Management©	

Table 1: OE products under these three areas are

Organization Excellence Track record:

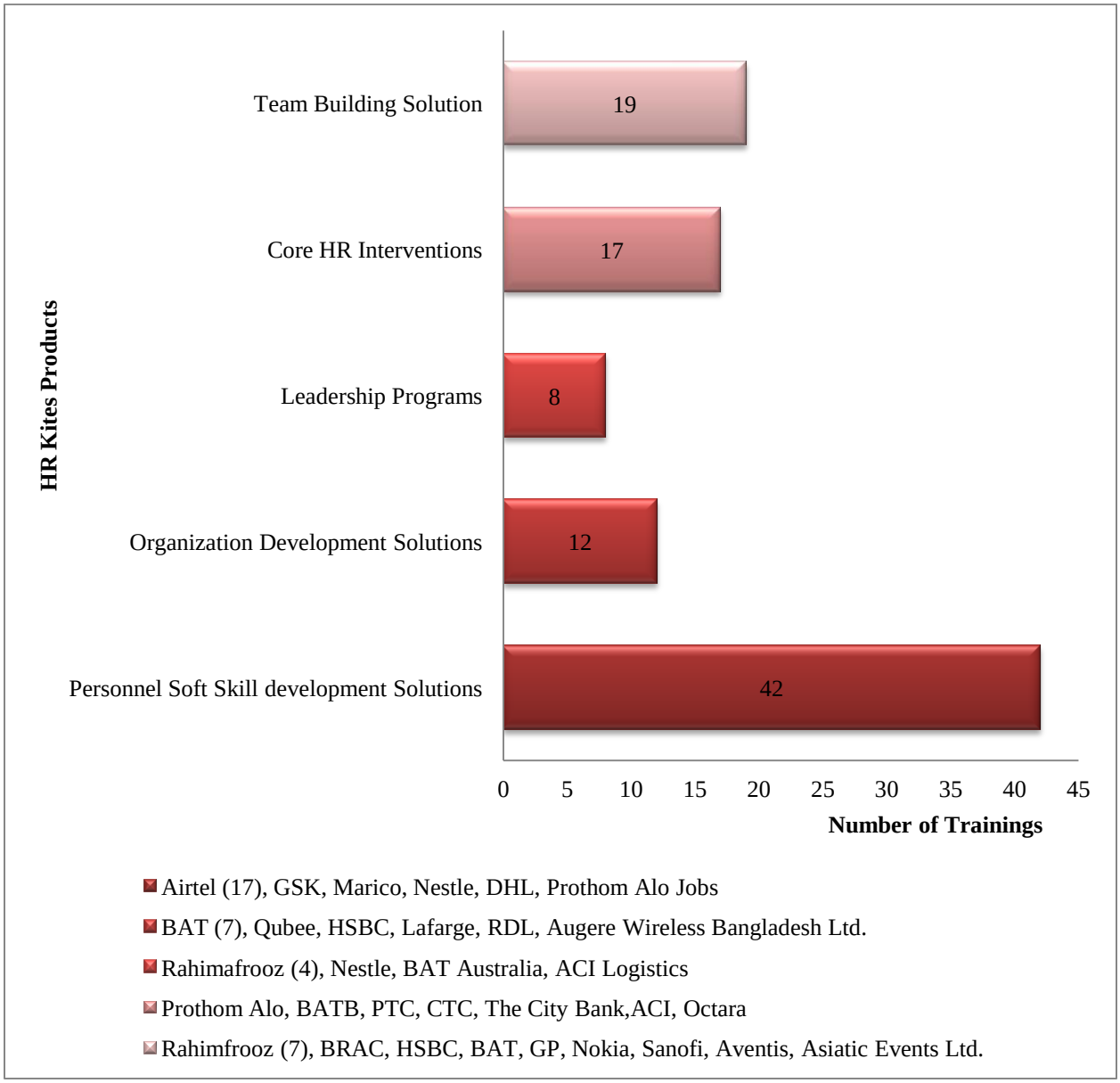


Figure 5: Organization Excellence Track Record

1.4.2 Talent Management

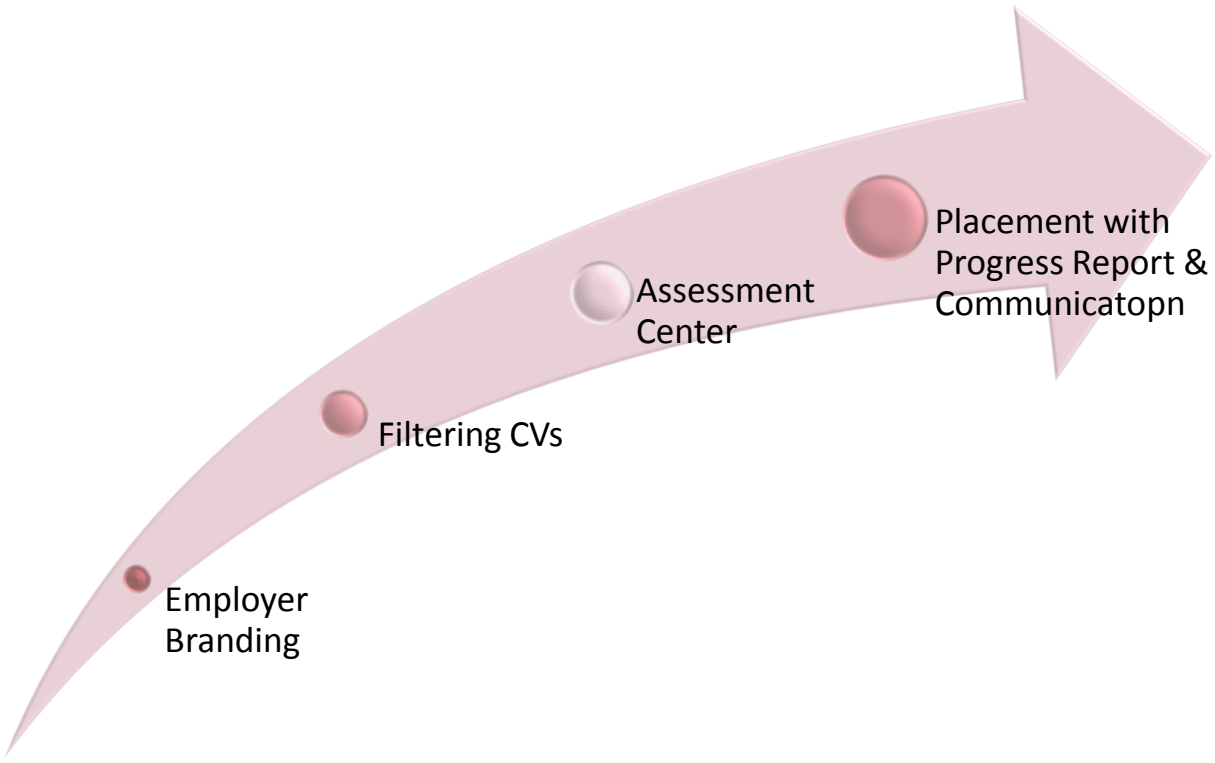


Figure 6: Talent Management Services

Talent Management Services:

By recruiting right person, HR Kites assess them effectively so that there will be no questions for firing and employee turnover. As we know that the main reason of employee turnover is ineffectiveness of HR department. TM solutions ensure the cost effectiveness as well as growth of the organization. Managing human capital effectively relief the company from further costing of recruitment process. **HR Kites know the valuable asset of the clients; it is "People".**

TM department provides 6 types of services:

1. Recruitment
2. Assessment and development center
3. Salary Survey
4. Market Mapping
5. Reward Management
6. Talent Pipeline @Growth

4 P Concepts

HR Kites unlock the power in people. It makes the platform for people to find out their potentials and fit them for right position. The purpose of talent management is to hunt best of the best for the clients. For HR Kites talent management is right person in right place and everyone is in his place. It identifies right purpose. Focusing the purpose of TM department is to find right person by right process to fill up right position.

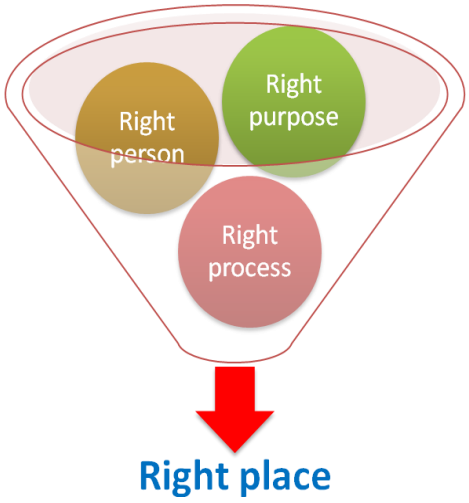


Figure 7: 4 P Concept

Talent Management Solutions

Dedicated point of contact
Prompt services; providing minimum 2 screened CVs for any role
Total recruitment outsourcing
Strong understanding on talent pipeline, Corporate culture, role profile and diversity
Direct sourcing through strong network
Aggressive screening of markets, companies, sources and candidates

Table 2: Talent Management Solutions

1.5 Job Responsibilities held by others in HR Kites

Saood Bin Masood, Managing Director, is one of the very few in Bangladesh who acquires the in depth knowledge on NLP and practices intensive NLP techniques in his trainings. His training experience extends from Bangladesh to UK, USA, Australia, South Africa, Singapore, and India.

After 17 years of hands-on MNC business experience in the Corporate Private sector, he started his own independent consultancy services for Bangladesh and foreign organizations. His consultancy, HR Kites draws upon the talents of a pool of experts with vast experience and superb communication skills in the areas of Communication and Business Management.

To name some of his research based techniques for corporate success are:

SAOODS© for presentation excellence

JEEP© for Job Evaluation Execution Process for simplicity as per company need and culture

PULSE for corporate culture scaling and gap analysis

Humaira Afreen, Assistant Manager Organization Excellence. Humaira's overall career focus has been on learning and assist addressing organizational transformation issues, including recruitment, on-boarding, performance management, retention, workforce analytics, competencies, modern HR tools identify and implementation.

In the arena of bringing excellence in individual performance and organizational growth she has been working for gap/need analysis for the client, developing training modules, engaging expert

trainers for the various projects, executing training session and doing follow up for training effectiveness implementation.

Md. Tamzidul Alam, Assistant Manager Talent Management. For over 3 years, Tamzid has worked in executive and international recruitment, managed large change initiatives, and has developed and managed new recruiting departments. He is responsible for developing strategies and leading the recruiting teams as well as Executive Recruitment.

His Core expertise is on CV Screening & Assessment Center. Placed lots of Top, Mid & Entry level positions to Local & Multinational Organizations and also working for International recruitment with International partner ESL, Hunt@Skill, AIMS, MPL & Clarendon Parker ASIA based in Sri Lanka, Kuwait, Oman, U.A.E., India, Maldives, Bhutan, Nepal & Pakistan.

Ishita Mehjabin, Management Trainee, Developed herself as an active learner. Has also participated in non-residential training program known as," Advanced Interviewing Skill Board, Role Profile and Performance Coaching workshop. Currently she is working on a project of Record Management.

WORK EXPERIENCE:

Chapter Two:

DESCRIPTION OF DUTIES AND REQUIREMENTS OF JOB

2.1 My duties and performance

Organization Excellence, OE, one of the two wings in HR Kites. Organization Excellence provides Core HR Services and Consultancy, Learning and Development and Leadership and Change to different organizations, customizing its services according to clients' needs. I was assigned in OE for all three months of the internship period. Core Tasks involved facilitating HR Kites and the department assigned to by branding it and its products through mass communication with its stakeholders.

My areas of tasks:

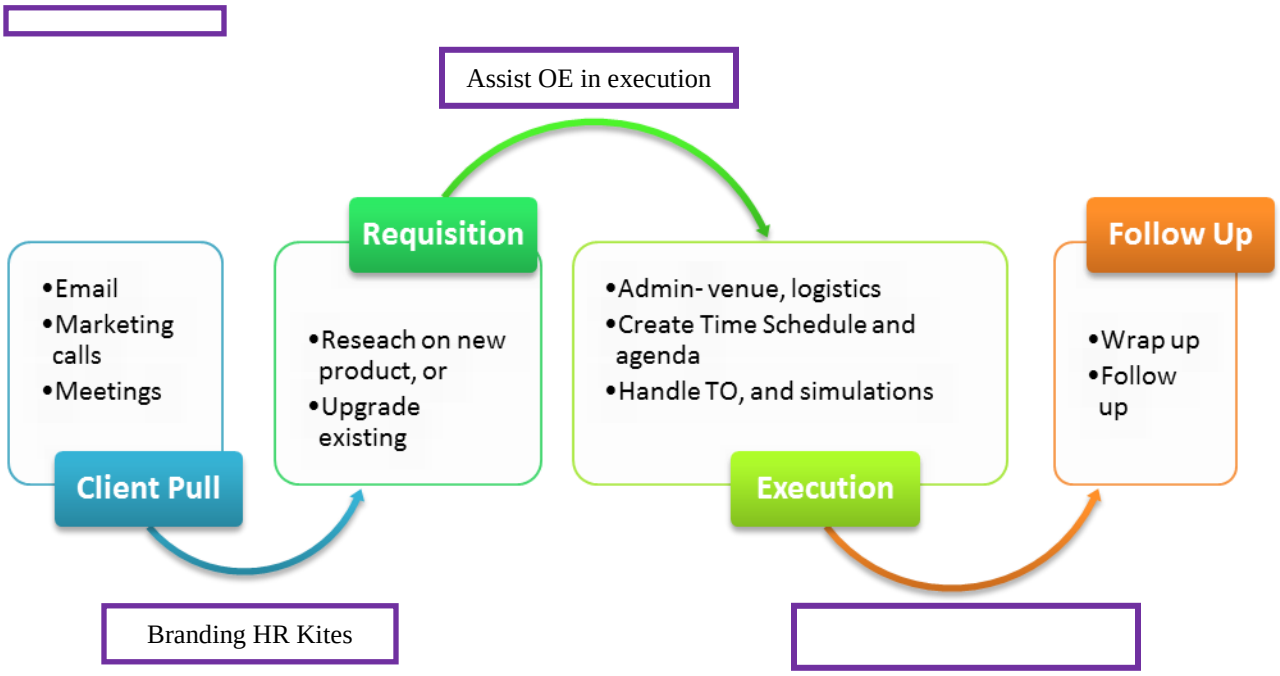


Figure 8: My areas of tasks

2.1.1 Learn in depth organization's culture and OE products

Organization Excellence services include the following:



Figure 9: Organization Excellence Services

During my internship, I have been involved in several of the Learning and Development Services, assisting OE in execution, such as- Team@Excellence© with BRAC, ECSP© (Effective Communication Skill program), and Onboarding© with Lafarge.

One of the Team @ Excellence© workshops with BRAC was named "Peak Experience" which covered BRAC in various districts of Bangladesh in the entire country. I had the Opportunity to go to Dinajpur, where one of the several Peak Experience workshops for BRAC was held for the mid management level employees coming together from several towns.

Peak Experience in BRAC- Peak Experience is a basic team engagement program. This program will help BRAC anticipate the needs of their professional teams in an ever changing work environment. The Peak Experiences workshop provides an introduction to interpersonal relations and group dynamics. This program is created to answer three critical questions: what teams are? Why they are powerful?

2.1.2 Branding HR Kites through its Social Media

One of my core tasks was to brand HR Kites through the virtual media, namely Facebook and LinkedIn. Increasing visibility of HR Kites was the core objective, informing a broader range of people about HR Kites, its values, and culture.

2.1.2.1 Interacting with the clients and creating a bondage through this platform

The social media provides a platform for all trainees/ participants and many clients to interact with HR Kites in several levels. While LinkedIn was used for a professional purpose, Facebook was used for less formal activities.

Through these media, polls were created, asking research based questions that added value to HR Kites' researches.

2.1.2.2 Updating and bringing in more traffic and popularity in HR Kites' social media

A continuous updates of current activities were updated on these media. Photographs and videos of recent training workshops were uploaded featuring all participants. This increased publicity of HR Kites as the number of visits to these pages heightened and brought in a good amount of traffic increasing HR Kites' visibility virtually.

2.1.3 Facilitating OE with its ongoing training workshops:

I was involved in assisting with customizing learning toolkits for different companies. For a Learning and Development product, ANSP- Advanced Negotiating Supervisory Skills, pictorial

displays of various body languages was necessary to portray. The manuals for each workshop needed to be compiled for the participants.

During workshops, I assisted with the execution with administrative tasks in the training hall rooms, such as time keeping, resource management and also during simulations.

2.1.4 Updating HR Kites' participants with follow up e-mails

After each workshop, it was my job to send each participant with a follow up mail reminding them of what was learnt during the sessions. The purpose of these mails was to keep them engaged in the learning activities.

2.1.5 Global Training Projects

Global Training or GT projects are an extension of the core services in HR Kites. These are public trainings organized by HR Kites and its global associates, for the corporates of Bangladesh. Foreign certified instructors facilitate these training workshops on various topics. In March 2012, HR Kites held 2 simultaneous global trainings in Dhaka. As working for OE, the department concerned with GT projects, I had the firsthand experience in organizing the workshops with the team from beginning to end execution process.

One of HR Kites' global associates, Octara, jointly organized this project in Dhaka. Two instructors came to Bangladesh to facilitate the training workshops. Paul Walsh from UK came for "Budgeting and Budget Control of the HR Function", and "Effective Manpower Planning", and Graham Moore, from Australia, came to facilitate on "Mind Maps for Sales Success".

My involvement in this project began from the client pool for the workshops. I was constantly in touch with our partner, Octara, for the administrative and marketing materials of the workshop. The client pool was made through email and over phone calls. Registration of the clients confirming to attend the workshop was made under a standard procedure of HR Kites.
I was involved with all administrative work to be done for venue with my line manager. The conference room booking in hotels to menu selection, and resource availing was also a part. During the two workshops that were simultaneously held in Hotel Lakeshore, I was in charge of supervising one of the halls while the other hall was supervised by my line manager. However, entire HR Kites team was a part of this project at various stages of execution including the wrap up after the sessions.

As part of the team I was also involved in activities related with facilitator amusement after the workshops. After successfully ending the workshops, a follow up mail was sent to each participant, and feedback analysis was made from those taken during the sessions.

2.2 Decision taking

As a new company, HR Kites' has developed itself quite high, though many lacking in terms of branding and visibility existed. I was given the opportunity to take initiatives of my own to remove such lacking and enhance communication and brand image.

2.2.1 Virtual Networking

My concentration from the beginning was the virtual network. At the beginning of my internship, HR Kites had both Facebook Page and a Facebook Group, of which none were updated regularly. Similarly there was LinkedIn group which did not update on a regular basis. My initiative was to bring all members from Facebook Group to the Facebook Page bringing all the fans under one page making it easier for massive updates and creating a single platform for all members to view photographs and videos of recent activities, workshops, simulations and job vacancies. HR Kites' LinkedIn group is mostly used for job vacancies and research updates.

The HR Kites' Facebook Page now has increased to a member base by over 400% since January 2012.

2.2.2 Internal Communication

HR Kites client base was its vast amount of business cards and the networks. This was an unorganized way of keeping records of clients and potential business.

My very first initiative to create a smooth flow of information internally was to build a Master Database where contact information of each and every client will be present and laid onto one excel document.

With permission of my line manager, I solely created the format of HR Kites' Client Master Database. After creating the platform, my supervision on correcting and compiling was constant through time.

Many Training Officers, who are external sources for helping the team with any project based work, had helped update the client master database.

2.2.3 External Communication

Apart from external communication, part of my job was to observe and assist smooth internal communication. With the freedom of thinking out of the box, my suggestion was to create an extra "one pager" for each and every manual and toolkits that are made for participants. This particular one pager included information on virtual presence of HR Kites. The objective of this one pager was to brand HR Kites and its core services to the participants to increase popularity on HR Kites' social media. The point of attraction was participants' photographs, videos, testimonials and various other activities including job sourcing.

Another one pager was created for clients to brand HR Kites and its core services as for mass E-promotion. This "E-pager" is created to inform both existing and potential clients about the services that HR Kites provide.

2.3 Performance of my assigned tasks

The assigned tasks that were given were mostly related to *marketing*. *Communication* was the core of my tasks. For the part, branding HR Kites through the social media, I have brought a large number of traffic; the number of fans in the page increased by over 400% within 3 months. However, the increase in number of fans still kept a silent page. No interaction among members was seen more than a few times. It was important to create a story for the members to 'comment' on. Pictures and videos were only archived for members to see.

Trying to bring more interaction of members on the *social media* worked for LinkedIn only as Facebook is mostly used for personal use rather than professional. The polls and topic

discussions were mostly answered on LinkedIn. However, job vacancies had replies on both LinkedIn and on Facebook. A number of CVs were pulled from these social media.

The tasks that were assigned for the *current workshops* were mostly required from me on a daily basis, which were provided on due time.

However, after the workshops, the *follow up* e-mails to the participants were up to me and this often took a while to be done as time was mostly spent on gathering their contact addresses. My communication to the participants often needed to be revised before sending it out so no mistakes were there and a clear cut communication was made.

The *Global Training* was a very important project for me as an intern. I had the opportunity to work first hand with all the facilitators and our global associate, Octara. From this project I have learnt my point of weaknesses as well as strengths. I have learnt I was quite slow in communicating with our global associate, Octara during market engagement of the project. Many things were left for the last minute which if I took the initiative earlier it could have been avoided. Many last minute emergencies were needed to be overcome for lack of planning on my side.

I had mostly finished my work on time and missed very few deadlines. Most of my effort was to provide *quality work* for HR Kites.

2.4 Responsibilities given

Throughout my internship period, I have been given quite a few responsibilities.

- GT Project- the GT project involved me with various administrative responsibilities that needed to be delivered on time

- External Communication- Branding HR Kites was completely my responsibilities in terms of virtual communications.

- Internal Project- the current internal project, Master database, is my responsibility from the beginning to end as I initiated this. I had the authority to bring in a few Talent Officers to the office and divide work among them in creation of the database.

2.5 Competencies and skills acquired on the job

My communication skills with clients and stakeholders have changed and improved over the three months of my internship period. Business writing skills, namely e-mail communication has improved.

Lack of prioritizing work was one of the reasons for the missing deadlines. Over the time, I have learnt to prioritize certain level of work over others.

My public speaking is now better and I have more confidence built in me. In one of the training workshops with BRAC in Dinajpur, a presentation on HR Kites' social media and the upcoming project was given by me. I have learnt to think over and over again and organizing the speech before presentation.

My most valued learning is planning ahead of execution. Taking time and planning the entire work or project is the core of a successful event or project.

2.6 Problems encountered in handling tasks or jobs assigned

Problems I have identified in HR Kites are:

- *Time limitation given during tasks*- there is too much work needed to be done around the office within less time Often tasks had been given to finish within a time period over which more tasks were given. Few deadlines have been missed due to such reasons.

- *Planning before action*- planning is always made in a structure based in HR Kites, but it is not always followed and this slows down work and creates inefficiency.

- *Last minute preparations*- there is always a last minute preparation in HR Kites before any training takes place. This leads to mistakes in admin.

- *Communication gap*- there seems to be a communication gap between the two departments, OE and TM which results in confusion in office.

Chapter Three: OPPORTUNITIES FOR COOPERATION-DUTIES REQUIRING TEAMWORK

3.0 Most project based work in OE requires teamwork. HR Kites believes in cross functional work where TM and OE often join together to accomplish a project.

Everyone in HR Kites is sincere when it comes to teamwork. Team bonding in HR Kites is as important as teamwork. During GT project market engagement, TM department was very much involved even though it was not their responsibility.

One of TM department's responsibilities was the creation of HR Kites' website. OE team had willingly supported TM during content write ups, website designs as well as dealing with vendors.

Every training workshop is a teamwork without which it is not possible. Every person in OE has their roles and duties set according to which one is expected to work. Accounts and admin is often involved with both the departments, TM and OE, for each transactions, projects and events.

Accounts and admin was a big part of the entire GT project as all module and handout printings, banners, and flyers required the involvement of accounts as well as admin.

For the simulations during in house trainings, the tools and logistics are supported by the admin. The training officers jointly work with OE during in house trainings where simulations are required. An entire set up of a simulation in an open field needs physical work and assistance of the OE members for a flawless simulation to take place.

Chapter Four: SUPERVISION OF DUTIES

4.0 One of the very important criteria of HR is the performance appraisal and HR Kites follows this very strictly. During my internship period after every tasks feedback were given on a regular basis. By means of e-mails or discussions, feedbacks were mandatory from my supervisor.

HR kites follows an appreciation culture. Even the minimal amount of a good work is acknowledged and appreciated for by everyone in HR Kites.

Monthly meetings are held to discuss on business as well as employee performances over the month in question. An employee's good works and wrong steps are both viewed and discussed with all every month.

After each training workshops, there is minimum one hour taken by the team right after the wrap up of logistics, for feedback on the entire training. Few of the areas that are covered during feedback sessions are:

- what happened at the event
- what was amazing at the event
- how did something amazing happen
- what could have been better at the event
- what was not a good initiative taken
- what is the reason behind a wrong step
- why was this a success or failure
- how can we enhance or sustain our success

Chapter Five: SUMMARY

5.1 SWOT Analysis

SWOT analysis is a powerful technique for understanding organizations strength and weakness and looking for the opportunities and threats it may face.

Strength	**Weakness**
• Brand Image • Market Leadership • Effective Manpower • Strong Network • Client Loyalty	• Not well organized • Lack of resources • No active website
Opportunity	**Threats**
• Clients response • New products • Innovation • New market segment • GT Projects	• Competitors • Present market condition • Price competition

Table 3: SWOT Analysis

Strength:

In the context of consultancy firm in Bangladesh, HR Kites is the market leader. The success rate of HR Kites is high in many MNCs. HR Kites conducted 143 training session with 2500 trainees. In case of TM it recruited 200 top level position. The vast network and the client loyalty are resilient.

However, the main strengths of HR Kites are its OE products. The brand image among most MNCs and even local firms is quite appreciable. HR Kites' efficient team is its strongest point.

Weakness:

HR Kites is not a well-organized company. Their ability to provide services to a large number of companies is quite high, but lack of resources makes it to an unorganized office causing many delays. Lack of resources includes shortage of employees besides many administrative tools. There are few very efficient employees in HR Kites but work could have been smooth flowing with a greater number of employees and helping hands. Moreover, two years have completed and yet no active website is in work. This may be the biggest constraints of HR Kites.

Opportunity:

Clients response to HR Kites is can be seen through the relationship maintained with the clients. This is how the network becomes stronger. HR Kites new TM product- Talent Pipeline @ Growth is an opportunity to bring in more clients for both TM and OE.

Innovation with new products is an opportunity for growth in HR Kites.

Entry into new market segment is also an opportunity as being a new company, HR Kites yet has a long list of segments to conquer.

The GT projects are viewed as an opportunity. It is a valuable project for HR Kites as this brings high return in investments, not in terms of profit. GT projects give an immense opportunity for HR Kites to go global and bring in international level training facilitation in Bangladesh. The ROI from GT projects is that it brings many companies all together; increasing the network of HR Kites which in long run serves each department.

Threats:

Though HR Kites has a strong brand image it is facing threats from its competitors. There are a few existing consultancy firms in Bangladesh, among which HR Kites is leasing, but in recent times there has been a growth of a few more head hunters.

Moreover present condition of Bangladesh economy has also become a threat to HR Kites. As most firms are laying-off employees, it has become a threat for the recruitment section of HR Kites.

Many firms nowadays outsource public training and bring in foreign facilitators at the lowest range. This has become a threat for OE as the public trainings undertaken by HR Kites focuses on bringing the best licensed instructors with their certified courses, which in terms become very costly.

5.2 Highlights of my internship experience

January 2012 attraction of my Internship period:

My first training experience was in Rajendrapur, Savar, with Lafarge where a change and transformation training was held. Lafarge needed to align its people achieving business target being one team towards one goal. In terms of establishing a performance based culture the company was going through a transformation lately and Lafarge needed of a perfect alignment with people at all level. HR Kites, being the expert in this field had designed a complete transformation module.

February 2012 attraction of my Internship period:

The second month of my internship, I was taken to Dinajpur for a training workshop with BRAC on Peak Experience- a one day Team Building session. First time I had assisted the training officers with the buildup of simulations for team activities in an open field.

I was also asked to give a 5 minute speech on our upcoming GT project in March and communicate to BRAC about our social media and inviting them to join with us.

The bigger attraction of Dinajpur tour was that entire HR Kites team, the TM department along with OE came to Dinajpur. Though others were present at Dinajpur for entertainment, they were standby to assist with any tasks required.

***March 2012* attraction of my Internship period:**

In March, the Global Training was the only project held in OE. Being part of international level event is the attraction of my entire internship period. The agenda of this public training was:

Two Day Session (26th-28th March): Budgeting and Budget Control of HR budgeting & Effective Manpower Planning by Paul Walsh (UK)

One Day Session (27th- 28th March): Sales Mind Maps by Graham Moore (Australia)

I have facilitated GT project from the beginning to end. Communicating with HR Kites' global associate in Pakistan was one of my core tasks. All promotional activities were made in collaboration with Octara. Market engagement was carried through phones and e-mailing potential clients to promote project activities.

5.3 Amazing HR Kites' Way:

Regular Feedback session after each project and event is what makes the dynamic team of HR Kites. This is truly an attribute worth appreciating.

Performance Appraisal being on time is the most challenging and difficult task of any company. However, HR Kites have been practicing this on time for the past two years.

Line of Sight is a team alignment event for employees of HR Kites themselves. The team is taken out on a trip for a couple of days where several team building activities are done, objectives and goals are set and some learning interventions are made.

5.4 Findings:

- **Fair system in recruitment and selection process:** HR Kites believes in fair recruitment and selection process for their employees. The whole process is unbiased and fair. Transparency in recruitment & selection process is their first priority
- **Hiring the right number of employees in right place:** the objective of HR Kites is to make sure that each department has sufficient workforce to get the organization ahead
- **They have great emphasize in research and development:** they are continuously upgrading their products through market research
- **Effective Manpower:** HR Kites has small number of manpower but with this it has become the market leader. Its hard working and efficient team is the reason for success
- **No website:** HR Kites being a consultancy firm has no active website resulting in a longer process of workflow, such as CV pulling for TM

6.0 Recommendations

1. HR Kites is a very small company in size and with an unorganized office. As the company is now in growing stage, it should take necessary steps to create a more structured and organized workplace.

2. Though it has an efficient dynamic team, work life balance is not maintained well. There is too much work on each shoulder. Flow of work could be smoother and faster if they were to hire more employees.

3. Website is a heart of a consultancy business specially HR consultancy firm. Pulling CVs through the web and mass communication for upcoming projects are two of the many benefits of a website. HR Kites should take serious decisions on creating a website.

4. HR kites should maximize its resources. Strong generators and UPS are quite important for any business for interrupted working hours.

5. HR Kites should dedicate a team on more research on market for growth in number of products or to enhance quality of existing ones.

6. Flow of communication among each department should be more thorough.

7. Instructions should be clearer from top to bottom line.

8. Time management should be maintained regularly for all levels of employees.

9. Many products are available in OE, which are not selling but only a few popular ones. OE should emphasize in selling all products and increase their bandwidth in training.

7.0 Conclusion

Human resource management is a buzzword in today's business organization. Many MNCs nowadays focus on their valuable assets in the company, i.e. "PEOPLE". The HR departments in most companies are small. Many do outsourcing for HR function and here consultancy firms play a great role. The concept of HR has been changed. It is now practiced in broader concept. The consultancy firms research on HR and find solutions for these companies. Recently in Bangladesh HR consultancy firms play a great role in the corporate world. HR Kites has become a leading HR consultancy firm that change the conventional approach of HR and follow the modern approach that assists many multinational and local companies HR. HR Kites' new products of HR really help clients to develop their soft skills. The training approaches with various simulations make it different from other consultancy firms in Bangladesh. **"Unlock the power in people"** is not just a commitment by HR Kites; it has already given the evidence on it.

PART B: RESEARCH

Chapter Eight: SURVEY

Survey Topic: Satisfaction of Participants in HR Kites' Public Trainings.

The survey questionnaire made for this survey topic tries to find out how satisfied the participants were who attended the public trainings. They have been asked to rate several factors that would show their level of satisfaction. This rating is measured based on- *poor, fair, good, excellent, and superb.*

8.1 Budgeting and Budget Control of the HR Function

The workshop on *Budgeting and Budget Control of the HR Function* is mostly rated as a ***GOOD*** course overall. The participant number in this course was eight people.

	Poor	Fair	Good	Excellent	Superb
Instructor's presentation	12.50%	0%	25%	50%	12.50%
Instructional materials or learning activities	0%	0%	50%	50%	0%
Instructor's interaction with the audience	0%	0%	25%	62.50%	12.50%
Instructor's enthusiasm with the subject	0%	0%	37.50%	37.50%	25%
The workshop effectively related theory to practice	0%	12.50%	75%	12.50%	0%
Overall learning experience	0%	0%	87.50%	12.50%	0%

Table 4: Budgeting and Budget Control of the HR Function

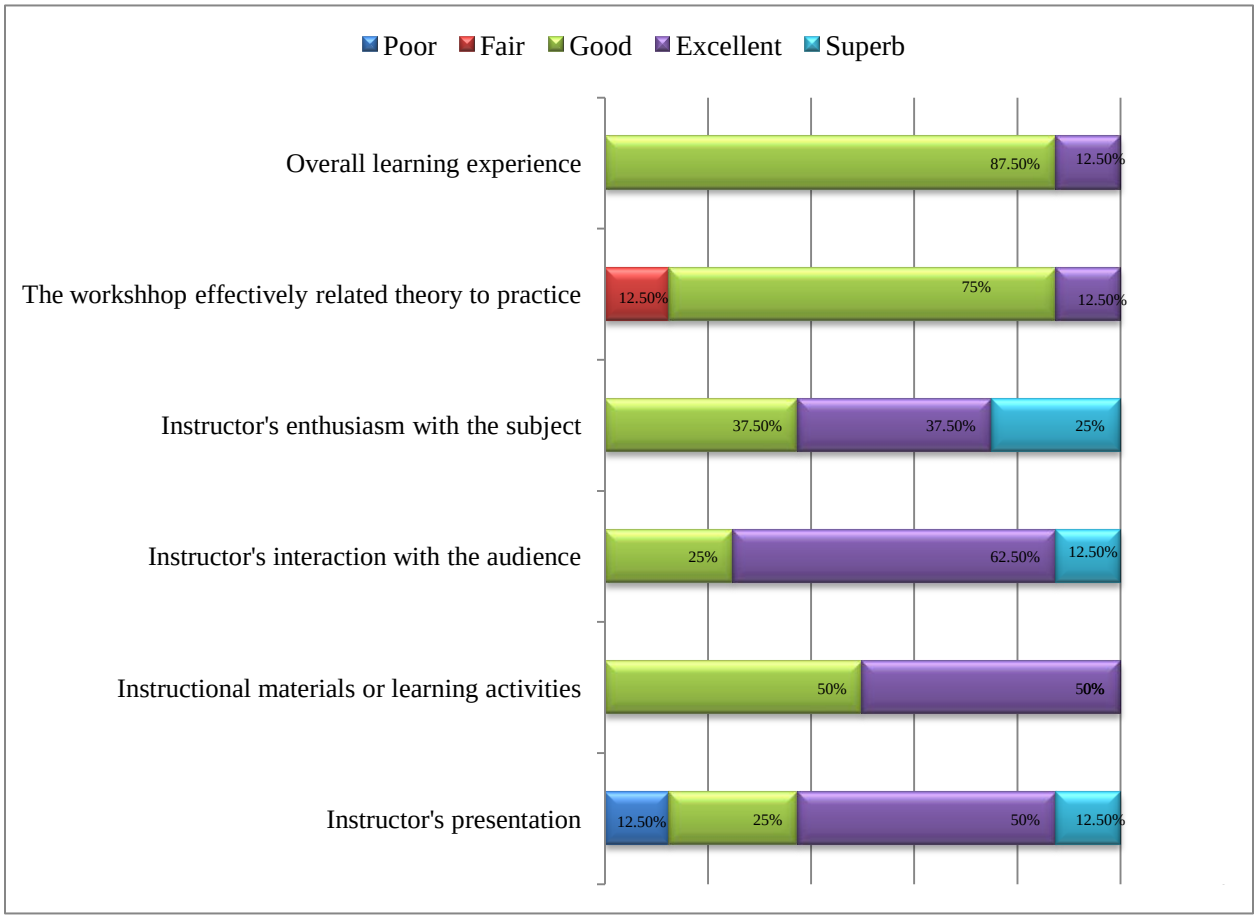


Figure 10: Budgeting and Budget Control of the HR Function

8.2 Effective Manpower Planning

The workshop on *Effective Manpower Planning* is mostly rated as an ***EXCELLENT*** course overall. The participant number in this course was fifteen people.

	Poor	Fair	Good	Excellent	Superb
Instructor's presentation	0%	0%	27%	53%	20%
Instructional materials or learning activities	0%	14%	33%	53%	0%
Instructor's interaction with the audience	0%	0%	27%	53%	20%
Instructor's enthusiasm with the subject	0%	0%	27%	60%	13%
The workshop effectively related theory to practice	0%	13%	46%	28%	13%
Overall learning experience	0%	7%	33%	47%	13%

Table 5: Effective Manpower Planning

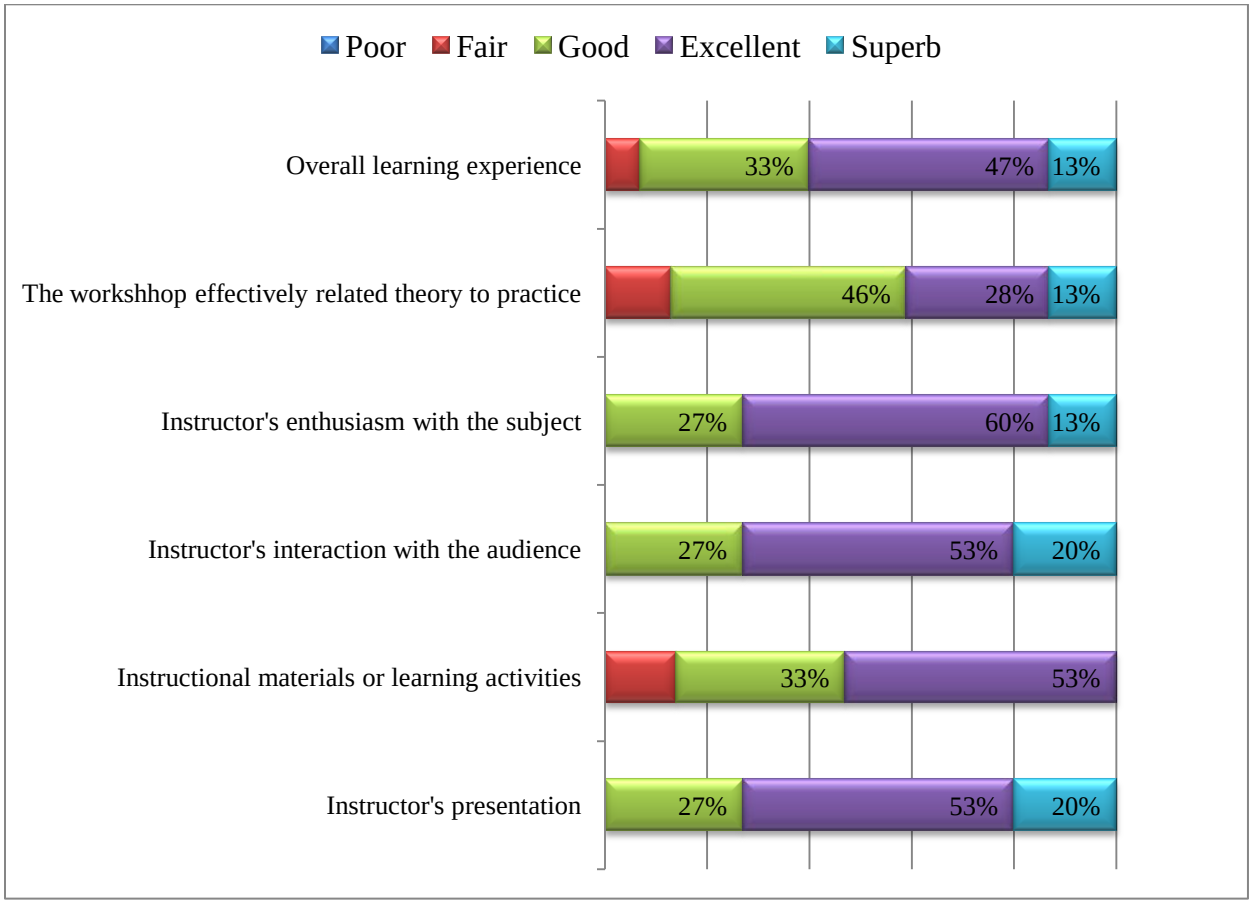


Figure 11: Effective Manpower Planning

8.3 Mind Maps for Sales Success

The workshop on *Mind maps for Sales Success* is mostly rated as a ***GOOD*** course overall. The participant number in this course was twenty two people.

	Poor	Fair	Good	Excellent	Superb
Instructor's presentation	0%	5%	45%	32%	18%
Instructional materials or learning activities	0%	0%	50%	36%	14%
Instructor's interaction with the audience	0%	5%	36%	32%	27%
Instructor's enthusiasm with the subject	0%	0%	32%	40%	28%
The workshop effectively related theory to practice	0%	9%	50%	32%	9%
Overall learning experience	0%	0%	64%	27%	9%

Table 6: Mind Maps for Sales Success

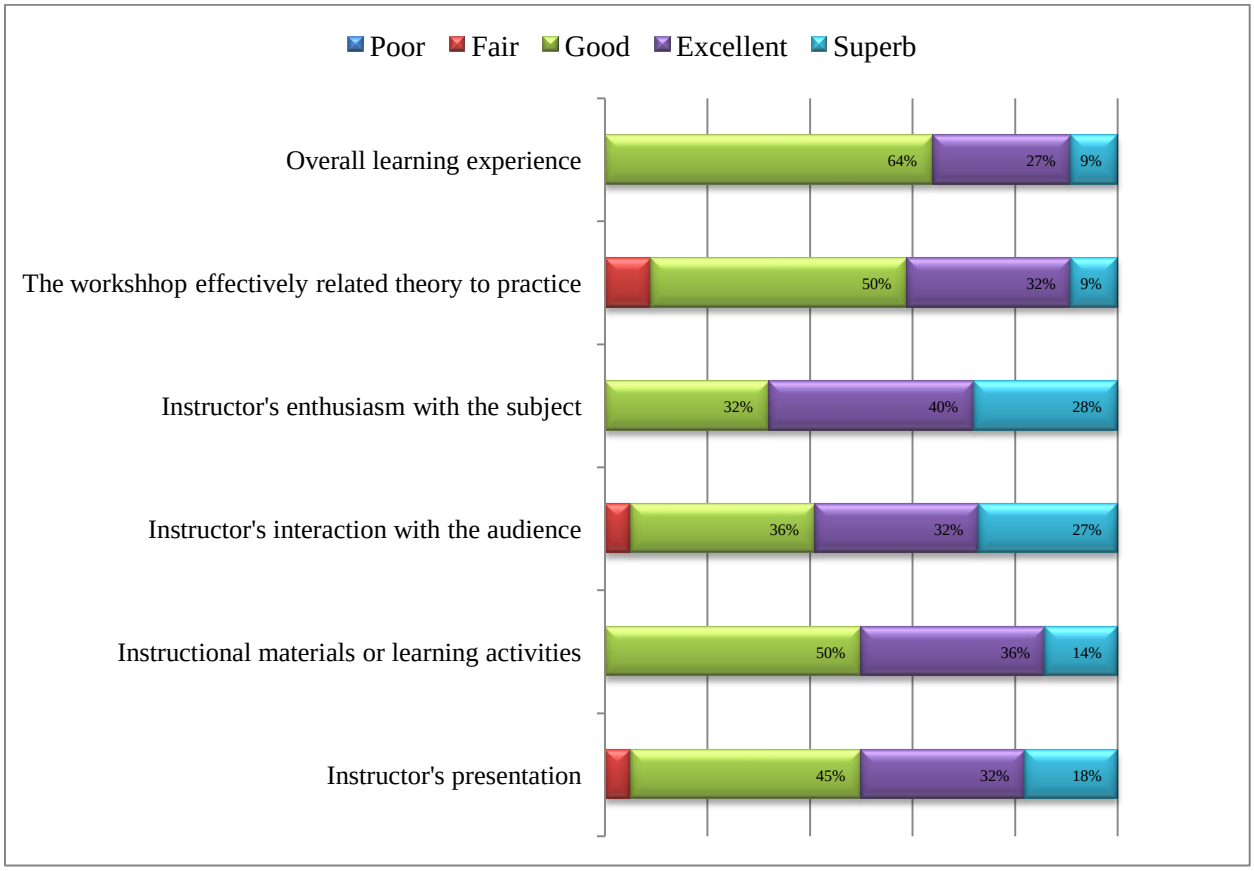


Figure 12 Mind Maps for Sales Success

Appendix

Survey Questionnaire

Please Circle the correct option

1. The course met its stated objectives?

Yes No

2. The course contributed to professional development?

Yes No

3. The instructors' presentation was:

Poor Fair Good Excellent Superb

4. Instructional materials or learning activities were:

Poor Fair Good Excellent Superb

5. Instructor's interaction with the audience was:

Poor Fair Good Excellent Superb

6. Instructor's enthusiasm with the subject

Poor Fair Good Excellent Superb

7. The workshop effectively related theory to practice:

Poor Fair Good Excellent Superb

8. Overall learning experience was:

Poor Fair Good Excellent Superb

9. The overall learning experience was:

Poor Fair Good Excellent Superb