

# **Contribute to Business Success and ROI**

## **What Else Can We HR Do?**

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# Success Indicators of a Biz

- ROI
- Revenue growth
- Market share
- Brand value
- Customer rating
- Industry ranking
- Service speed



# Success Indicators of HR

- “To supply the right people to the right jobs at the right time”
- Well trained, competent, talented workers
- Creative staff
- Highly committed employees
- Stable workforce
- Good team spirit
- Harmonious industrial relations

# Connection or Missing Link?

- Right people to the right jobs at the right time”
- Well trained workers
- Creative staff
- Committed employees
- Stable workforce
- Good team spirit
- Harmonious relations



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# Something More

- Employment: consider employee, employee's family and community as a whole  
(e.g. Corporate Social Responsibilities / CSR)
- Education: from training to learning to collaboration to invention to value (e.g. Intellectual Capital Management /ICM)
- Indirect Business Support: (e.g. internal branding)
- Performance assessment: from intangible to tangible

**Build a Good Corporate Image  
with CSR**

# What are HR related CSR

- Compliance to labor laws & human rights
- Minimize labor disputes
- Reasonable Attritions (voluntary & involuntary)
- Job creations (also for handicaps / minorities)
- Workplace safety and security
- Consideration to staff's family / family duties
- Work-life balance programs
- Healthy workplace efforts
- Fair and transparent HR systems
- Career and development opportunities

# Example

- During the Spring Festival in China, millions of workers find difficulties to get a bus/train ticket for home visit.
- Epson Suzhou factory arranged buses to take thousands of its workers back to their home town and return at ease.
- Factory born part of the cost.
- Workers appreciated. High retention rate compared with last year.

# Examples

Green activities:

- Epson Beijing: Staff and family and friends together to plant trees.
- Epson Hong Kong: Staff and family and friends to be volunteers at a eco-carnival.
- Epson Shenzhen: Staff and Workers cleaned up beaches and hillside.
- Contribution to society

# Example

- Epson set up a recycle plant in Japan. But it is not our core business.
- The plant hires mainly the handicapped and middle-age housewives.
- It is not for profit. Just break-even.
- Contributions to lower unemployment and environmental protection. Appreciated by the local government and community.

# Examples

SARS in 2003:

- Beijing office – work-at-home and separation programs; sent medicine to other offices
- Japan office - sent medical consultants to China plants to comfort expatriates, whose family members were sent back to Japan on co. expense
- Hong Kong office - organized Taiji and other health programs; support Government precaution measures; comfort staff's feeling
- No case of infection for 70000 staff worldwide

# Example

Tsunami in 2005:

- Immediate checked all employees worldwide to see if missing
- Company and staff donations
- Donation of emergency used stocks (items stored in case of earthquakes) to the suffered area

**Create Value from Knowledge  
with ICM**

# What is Intellectual Capital

- “Simply put, knowledge assets are talent, skills, know-how, know-what, and relationships – and machines and networks that embody them – that can be used to create wealth.” (Thomas A. Stewart)

# ICM

- Roadmap - From knowledge management (KM), to Innovation management (IM), to Intellectual Property management (IPM).
- Turn intangible assets to tangible ones
- HR can facilitate.

# Managing Knowledge

- Intranet
- Taxonomy / Search Engine
- Subject Experts Directory / database
- Company librarian/ historian
- Social Network Analysis
- Enhance knowledge sharing
- Knowledge audit

# Managing Innovation

- Set up Community of practices (CoP)
- Organize brainstorming
- Do benchmarking
- Launch innovation awards/ competition
- Suggestion scheme (involve staff family)
- Write successful stories
- Recognition

# Manage IP

(Patent, Copyright, Trademark, Trade secret)

- Education
- Compliance (not to violate others)
- Protection (your own)
- Managing IP agents
- Incentives and Talent retention/Succession

**Promote Company Brand from  
Within**

# What is a Brand

- In our Business, the Brand is everything: it attracts the customers and it contributes to the cooperation of the value chain partners.
- With e-Biz, everyone is customer today
- All employees = Internal customer
- Promote brand image internally the same way as externally

# Internal Branding

- Branding for the corporate
- Branding for the HR department/staff
- Branding in the office
- Branding to potential recruits
- Branding to internal staff
- Branding to ex-staff

# About Epson

- The Epson Group increases its corporate value through its innovative and creative culture. Dedicated to providing its customers with digital image innovations, its main product lines comprise information-related equipment such as printers and projectors, electronic devices including displays, liquid crystal panels for projectors, semiconductors and quartz devices, and precision products such as watches. Epson products are known throughout the world for their superior quality, functionality, compactness and energy efficiency. The Epson Group is a network of 84,899 employees in 110 companies around the world, and is proud of its ongoing contributions to the global environment and to the communities in which it is located. Led by the Japan-based Seiko Epson Corp., which is listed on the First Section of the Tokyo Stock Exchange, the Group had consolidated sales of 1,413 billion yen in fiscal 2003.

# Connection or Missing Link?

- Health & safety enhancement
- CSR crisis management
- Knowledge application
- Innovation cultivation
- IP protection
- Corporate image
- Internal branding



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# Turn HR's Intangible Results into Tangible Ones

*Difficult but not impossible!*

**Thank You.**