

How to Transform Your Human Resources with Google Apps for Work



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Why should you read this eBook?



5M+ organizations have already transformed with Google Apps for Work



64% of the Fortune 500 have gone Google with Google Apps for Work



Most of the universities and schools are already using Google Apps

Source: as determined by the 2013 Fortune 500 Report ranking

It's time that your organization transforms too!

This eBook details various ways to use Google Apps for Work to transform your Human Resources (HR) function. The key HR functions addressed in this eBook and their corresponding takeaways are:



Hiring

Learn how to hire the best candidates by leveraging the collaborative and interactive features of Google Apps for Work



Training and Development

Learn how to build, enhance, and host your training programs using the storage, hosting, and interactive tools of Google Apps for Work



Employee Engagement

Learn how to create multiple touch-points, gather feedback and drive various Employee Engagement initiatives using Google Apps for Work



Performance Management

Learn how to leverage Google Apps for Work to define and measure various Performance Management metrics



Safety and Compliance

Learn how to ensure Safety and Compliance of your organization by integrating Google Apps for Work with various systems within your organization

Overview

Human Resources - Functions and Operations

The role of Human Resources (HR) in an organizational set-up is critical. An organized HR function can provide direction, motivation, and impetus to the organization's most important asset, its workforce. The vision and mission of an organization can only be achieved if the leadership of the company works in unison with its HR function.



A typical HR wing of an organization manages and coordinates various day-to-day operations of the organization which involve **Hiring, Training and Development, Employee Engagement, Performance Management** and **Safety and Compliance**.



Most organizations either rely on customized tools or software to execute their HR functions or outsource these responsibilities to achieve best results. However, large companies perceive third party software and outsourcing as a security threat and end up spending a fortune on hiring specialized resources to manage their HR operations. Both these scenarios have their limitations. While small scale companies have to adapt and align their HR functions to their software, the larger companies have to deal with rising operational costs.



Introduction to Google Apps for Work

Google Apps for Work is a comprehensive suite of intuitive and pragmatic solutions that provide tangible results and are easy to adopt. It enables an organization to fulfill all its operational requirements in areas such as Communication, Storage, Collaboration, and Management.

The need for Google Apps for Work

Contemporary Work Trends



Employee behavior continues to evolve based on organizational facilities and is also influenced by available technology.

People are working from more places than ever - one out of every three employees regularly work from a location other than office.

Employees are increasingly having a say in choosing the technology that they use at work. Today, three out of four employees use a mobile device at work that they chose.

Most employees prefer the technology that they have at home over the technology that they have at work.



Virtual teams are becoming increasingly common and more and more employees are connecting with not only other employees but also clients and suppliers, across distances.



73% work with customers on a typical day



68% work with coworkers on a typical day



59% work with suppliers on a typical day

Source: Forrester Employee Workforce Survey, 2012

Work happens everywhere. People are spending more time than ever working from client sites, during travel, at a public place, or from their own home.

- between a quarter and a third of employees regularly work from places like client sites, while traveling or public sites (e.g. coffee shop)
- and the most common location today, is from home, with 4 out of 10 employees regularly working from home



Thus the importance of smartphones and tablets is increasing...

- half of workers spend more time working from their phones and...
- two thirds of workers spend more time working from tablets than they did one year ago

This proliferation of devices means that employees need tools that not only work well on these devices, but that also work consistently across multiple devices.

Source: Forrester Employee Workforce Survey, 2012; figures indicate location an employee worked from several times per month

What these trends lead to...

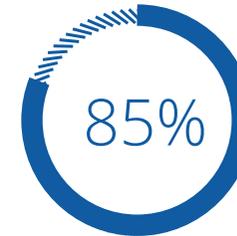
These trends lead to a world where Bring Your Own Device (BYOD) is the new normal. In order to be more effective from wherever they are, workers are increasingly using their own devices to get work done and companies are increasingly embracing this trend.



almost 3 out of 4 employees chose the smartphone or tablet they use for work



and, today 54% of companies are implementing BYOD



...with this number expected to grow to 85% by 2020

as BYOD becomes standard...

most companies will implement BYOD, and need apps that work across a diversity of employee owned devices

and companies that don't implement need apps that can meet user expectation for power and ease of use

but often they don't have access to those tools at work



in many cases what these trends are highlighting, is that employees are identifying tools at home that would make them more effective...

in fact, 7 out of 10 people are satisfied with the tech they have at home

and only 15% prefer the tech at work to the tech they have at home

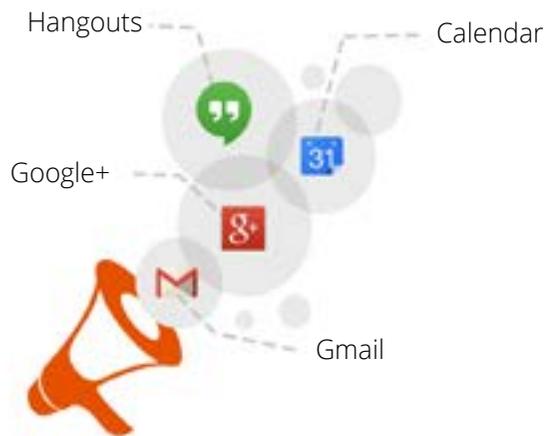
Source: Forrester Telecom & Mobility Workforce Survey, 2013; Forrester "Building The Business Case For A Bring-Your-Own-Device (BYOD) Program", 2012; Gartner "BYOD Doesn't Have to Be All or Nothing", 2013

And thus we have Google Apps for Work!

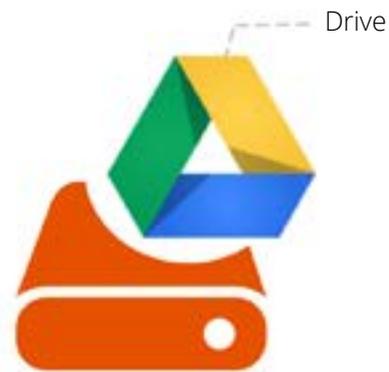
Google Apps for Work suite is built with a laser focus on the end user, and is enhanced with the enterprise features needed for its apps to work in a business environment. The suite takes these same tools that workers have discovered at home and makes them available at work.

With Google Apps you can:

Communicate



Store



Collaborate



Manage



Begin your Transformation...

Chapter 1 Hiring



To hire the best employees, your HR team has to work in unison and be effective at all the stages of the recruitment, right from identifying the right candidates to onboarding them onto the company floors.

Here is how you can leverage **Google Apps for Work** at each and every stage of the hiring process to hire the perfect candidate for your organization.

Build a resume database with Google Drive

A lot of candidates upload their resumes against the openings posted on your company's recruitment portal or website. It is virtually an impossible task to screen all the resumes at one go. It is thus necessary that all the resumes are classified as per the skill-sets, job descriptions, and openings for further reference and use.

Google Drive enables the hiring team to create a shared folder allowing them to add resumes to it to build a resume database. The hiring team can also classify the resumes as per roles, skills, openings, etc.

 *Even if your content is not organized, you can still perform lightning-fast keyword searches to find the content you are looking for.*





Create precise job descriptions with Google Docs

Job descriptions play an important role in screening the right candidates. It is thus an absolute necessity that dedicated efforts are put in creating precise job descriptions. More often than not, the disparity in communicating and understanding the correct requirement on parts of the hiring manager and the recruitment team leads to shortlisting of incorrect candidates.

With **Google Docs** you can eliminate this disconnect between the teams by creating a job description in real-time along with all the stakeholders irrespective of their location/geography.



Make interviews more personal - conduct prompt face-to-face interviews with Google Hangouts

It is no secret that body language tells a lot about the attitude and ability of a candidate. Face-to-face interviews thus play an important role in the selection process. However, with time and travel constraints, it is not always possible to schedule immediate face-to-face interviews thereby delaying the hiring process. You do not want to lose a good candidate to process delays.

Google Hangouts can easily resolve this situation for you. You can conduct face-to-face detailed interviews with your candidates, at the click of your finger-tips then and there. You can also conduct panel (where the panel itself can be constituted of interviewers based in different locations) interviews using Google Hangouts to aid your selection process. Furthermore, conducting interviews over Google Hangouts also eliminates the travel cost incurred on flying candidates to your office for the interview.



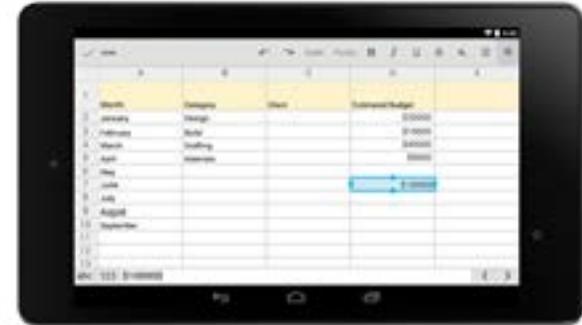
The panel members can use Google Docs to coordinate with each other, discuss the areas that need to be probed, and list their observations in real-time while they are conducting the interview. This process can help the panel gauge candidate's acumen in a much better manner.



Track interview progress of candidates with Google Sheets

To successfully qualify for a position, candidates need to clear multiple rounds in an interview process. It is imperative that the recruitment team keeps track of the progress of candidates and also share the feedback on the performance of candidate in an earlier round with an interviewer who would interview the candidate in the next round.

This tracking, gathering, and sharing of feedback can be simplified using **Google Sheets**. It allows HR team and multiple interviewers to share and review the progress of candidates throughout the selection process.



Simplify the onboarding and employee engagement process with Google Sites

Onboarding new employees in a correct manner is as important as hiring them. An organization must provide its new employees with all the means and information to explore the new organization.

A standard repository that an employee can refer to is a mandatory requirement for correct onboarding. Such a repository must enlist all the documents that explain all the processes, policies, vision, mission, Standard Operating Procedures (SOPs) and business functions of your company. **Google Sites** help you create standard repositories where you can host/upload/update company policies, share information, conduct surveys and engage with your employees through multiple interactive exercises.



Google Sites can be effectively used for employee engagement, you can grant access to your employees to the sites you create and seek their opinion, contribution, feedback, and also enlist events and gather registrations.





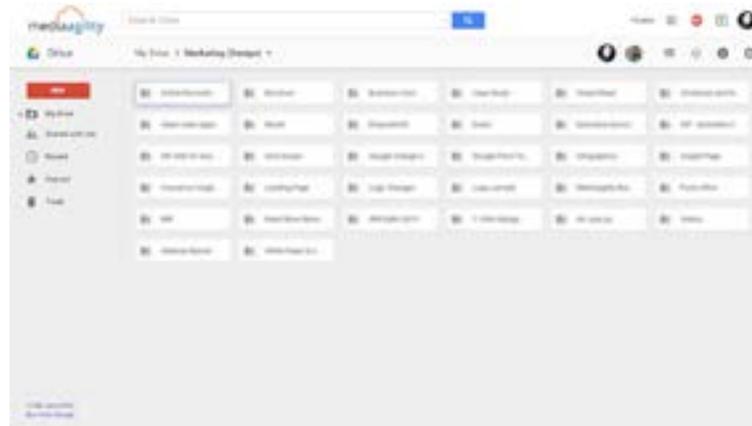
Conduct instructor-led trainings with Google Hangouts

Conducting training can be a costly affair, especially if you need to train multiple resources based out of multiple locations. Valuable manpower, efforts, time and money are spent in scheduling training, arranging the infrastructure, accommodation, and itineraries of trainers and trainees.

Google Hangouts provides a resolution to this problem by enabling you to conduct instructor-led training over video calls thereby creating virtual training rooms to impart training irrespective of the geographical location of your resources.



*These training sessions can be recorded and stored on **Google Drive** for future training*



Store and host all the training material on Google Drive

Training courses, irrespective of their size or format can be stored on **Google Drive**, enabling the employees with right permissions to access them whenever required.



Publish updates to training material on Google Sites

A lot of policies, procedures, training material is updated on regular basis. You can publish these updates on **Google Sites** thereby informing your employees of the changes.



Chapter 3

Employee Engagement



A happy workforce can do wonders to an organization's fortune. This is evident from the fact that most of the organizations which are highly successful in their businesses have the lowest attrition rates. This is because employees value the work-culture of these companies, they develop a sense of belonging which bodes well for both; their own growth as well as the organization's. However, it takes dedicated employee engagement efforts from HR to develop this sense of belonging and create a healthy work culture.

Google Apps for Work can help you develop and enhance your Employee Engagement



Create interactive portals for information exchange using Google Sites

Gone are the times when it was believed that only large companies need an Intranet. It is a basic necessity today for an organization of any size to have an Intranet. It is an extremely effective tool to motivate and engage employees. You can identify and acknowledge the efforts of your star performers, update your employees about the company's business growth and initiatives, seek their opinions and inputs through surveys, plan fun activities, wish them on their birthdays, acknowledge their contribution in company's success by celebrating their work anniversaries, etc.

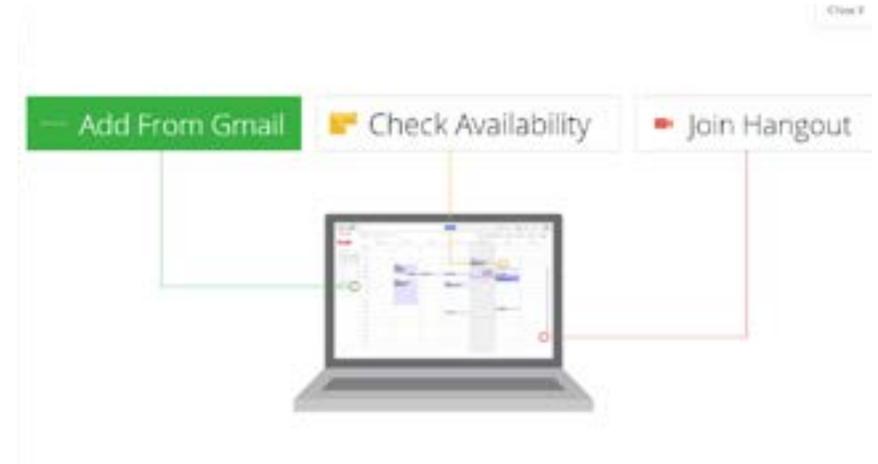
Google Sites enable you to create and manage Intranet portals and sub-portals. You can leverage other features of Google Apps such as **Google Forms**, **Google Docs**, **Google Sheets** to plan and conduct various activities and run a successful Intranet to maintain a happy and motivated workforce.



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Set-up feedback meetings with employees at regular intervals with Google Calendar

Check the availability of any employee and set-up a feedback meeting instantaneously by viewing their schedules and sending them invites through **Google Calendar**.



Use Google Hangouts for fun activities as well as grievance redressal

Google Hangouts provides you an easy medium to interact face-to-face with your employees over a video call. A video call adds a personal touch to your interaction and assures your employees that you care. It can be used to achieve various objectives such as planning fun and interactive TGIF sessions/Townhall meetings with your teams based in different regions or to resolve concerns/grievances of your employees.

Chapter 4

Performance Management



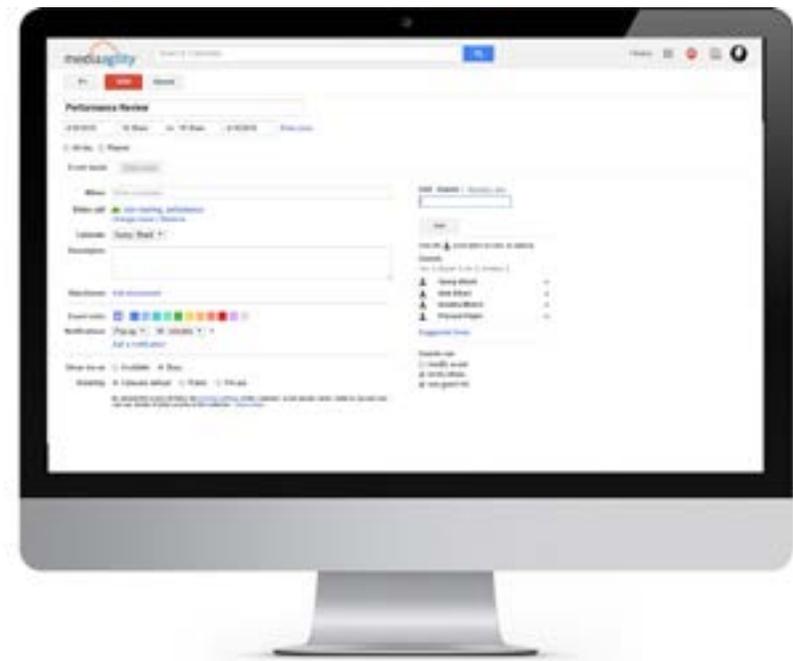
Performance Management is the most important activity that an HR has to address when it comes to an organization's existing workforce. This exercise defines the career path and growth & scope for an employee in an establishment. Concentrated efforts are thus required on behalf of HR to chalk out, develop, and implement a perfect performance management system.

Although each organization has its own methodologies to measure the performances of its employees, here are some ways which explain how **Google Apps for Work** can be utilized in this exercise.



Set-up meetings on Google Calendar

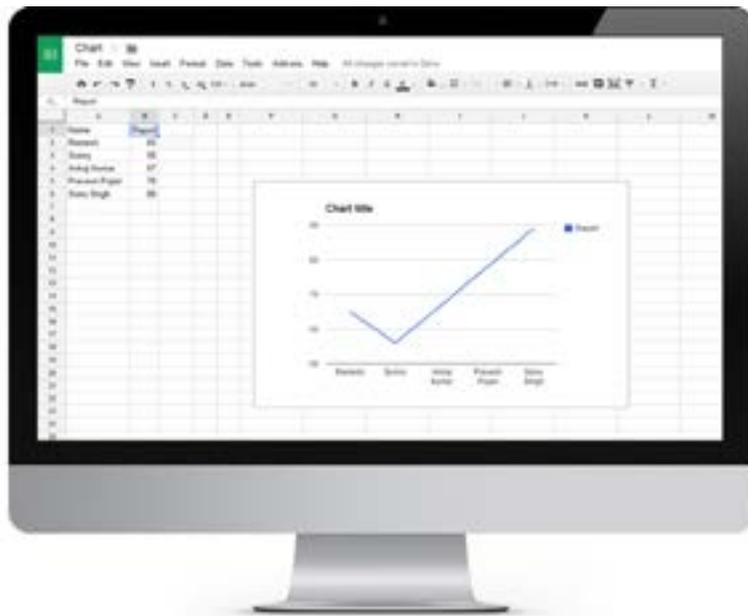
Check the availability of the other person required for the meeting instantaneously by viewing their schedules and sending them invites through **Google Calendar**.





Conduct one-on-one review meetings using Google Hangouts

A lot of times the reporting manager and the resource are based in different regions. In such instances, the one-on-one meetings are either done over phone or completely skipped and the feedback and ratings are discussed over e-mails. **Google Hangouts** provides an alternative solution to this problem. Using Hangouts, both the stakeholders can connect with each other over a video call at the click of a button and can complete the one-on-one meetings.



Integrate Google Sheets and Google Docs with Google Sites to conduct performance reviews

Irrespective of the review process that your organization follows, you can use **Google Docs**, **Google Sheets** and integrate these with **Google Sites** to document, monitor and assess the performance of your workers.

Chapter 5

Safety and Compliance



Besides the mundane activities that are attributed to the HR function, HR also has to coordinate with various other business functions to ensure that all the company policies are adhered to.

This is how **Google Apps for Work** can be leveraged by the HR team to ensure safety and compliance in your organization.

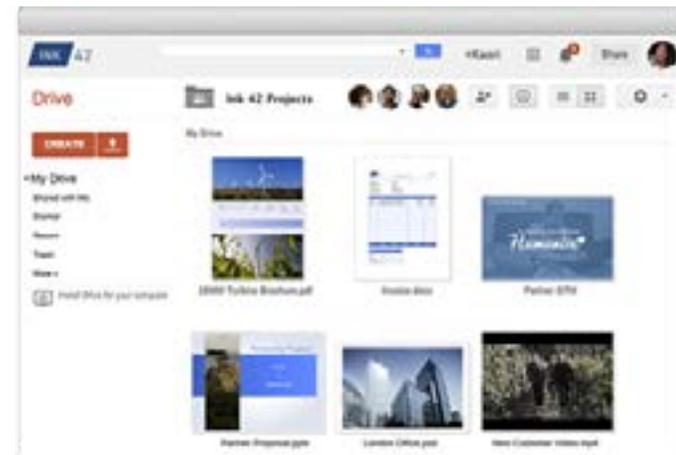


Host all the compliance policies and procedures on Google Drive and Google Sites

Google Drive and Google Sites can be effectively used to host all the policies, standard operating procedures, along with the code-of-conduct documents so that each and every employee can refer to these documents whenever required.



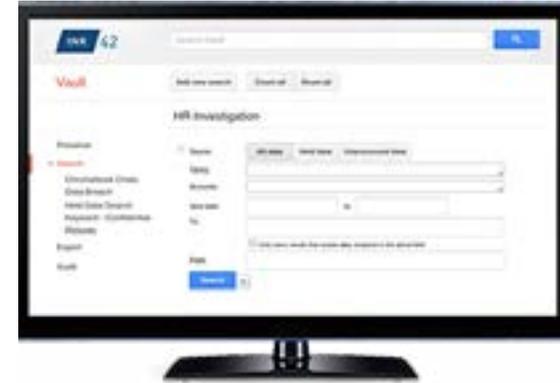
You can also use Google Sites (your Intranet) to conduct regular quizzes on your standard policies or publish the highlights from each of these documents so that these policies are subconsciously imprinted on the minds of your employees.





Archive your emails and chats for legal reference/ security compliance using Google Vault

You can archive and retain all the emails and chats of your employees for a set period of time using **Google Vault**. This enables your organization to perform security/compliance audits and have all official records handy in case of legal hassles.



Integrate Google Calendar with your alarms to conduct safety drills

You can integrate your **Google Calendar** with your firealarms to trigger safety drills at regular intervals.

Conclusion

Transform Today!

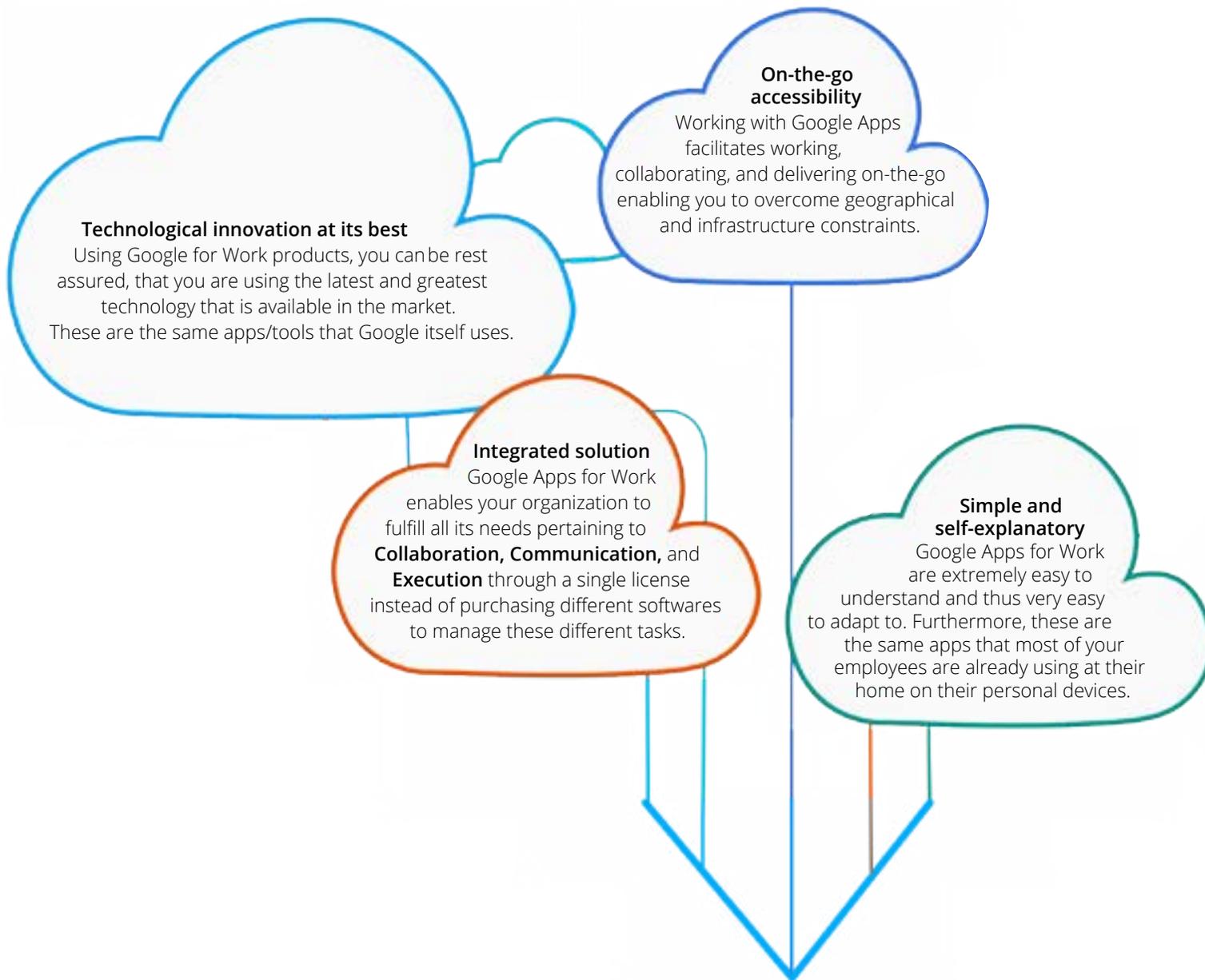
An organization's HR function has a key role to play in the growth and success of the organization. The main purpose of an HR function is to transform the workforce of the organization in such a manner that each of the employee drives the organization towards excellence. However, to achieve this transformation, the HR function needs to instill a culture of innovation and transformation.

Adopting Google Apps for Work is one such transformative step that your organization can undertake. When you adopt Google Apps for Work, you can be rest assured that you have provisioned the best technology and innovation to your workforce. This is because these are the same set of best practices and tools that a technology and innovation giant like Google uses at its own workplace.

So Are You Ready To Transform Today?

Google Apps for Work Benefits at a glance







MediaAgility is a digital consulting services company created with the purpose of making work productive, engaging and meaningful for all. With offices in the US, Mexico, UK, India and Singapore, we offer full spectrum advisory and implementation services focussed on Analytics, Innovation and Collaboration. We enable innovators in understanding and responding to the digital revolution that has an impact on all aspects of their business - Improve operations, better connect with their customers, empower employees with deeper collaboration and innovate new products and services.

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