

3 Fragen an 3 Influencer



André Häusling, founder and managing director of the consulting collective HR Pioneers GmbH – Foto: © Marc Thürbach



Anne M. Schüller is a management thought leader, keynote speaker and an award-winning best-selling author



Wolfgang Brickwedde, Director Institute of Competitive Recruiting, www.competitiverecruiting.de

How do you see your role as an HR Influencer?

I actually see myself more as an ambassador – an ambassador for specific values and principles regarding how we work together. For instance, I'm passionate about principles such as self-organization and self-responsibility, because I experience every day the power and impact that lies in new forms of working together and how these make companies more successful.

With the help of the orbit model I propagate the transition from a pyramidal company to a forward-looking circular organizational design.

The term influencer needs some explanation to distinguish a kind of “fashion influencer” from an influencer in a professional area. The first ones call themselves influencer and try to make a living out of it. I wouldn't call myself an HR influencer in that meaning, but since a major HR magazine named me as an HR influencer, I see my role as someone who is trying to find, assess and present innovative solutions, best practices and transparency in order to further in particular the recruiting profession.

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

Currently, our most urgent task is shaping transformation. Overall, dealing with the transformation of the entire company while, more specifically, transforming the HR organization within the company. Customer needs regarding HR are highly heterogeneous, so HR needs to become more agile to meet present and future needs.

Countless companies, are run by an organizational chart that dates back to the early 20th century. This is why they remain stuck. The ability to develop groundbreaking new business ideas requires a suitable organizational structure. Therefore, a company redesign is essential to keep pace with our high-speed future. This is where the orbit model comes into play.

Definitely automation and the digital transformation of the HR responsibilities, while empowering the people in HR to lead their companies into a digital and human future.

What is your vision for HR?

My vision is that HR will become a true catalyzer for a revolution in the world of work – making companies future-proof, long-term.

If HR departments want to underpin and expand their strategic importance, they ought to do two things. First, pioneer organisational redesign. And second, part with all outdated processes. This also means breaking away from the silo-type thinking.

HR as a best practice for a human friendly digital transformed function within the business.