



Conscious Business: Human Resources

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Human Resources (HR) are often the most underdeveloped resources that a company has. Considering the large amount of time and money that goes into acquiring employees, how could this be possible? The underdevelopment happens when more emphasis is placed on hiring and administration than nurturing employees. In unconscious business, people resources are undervalued in what they can provide beyond expectations. Of course, HR tasks include recruiting, training, policies, salary, and benefits. But Human Resource Professionals are in many ways the company psychologists in that they must factor in emotional, inspirational, and motivational factors too. HR tasks include communication, organization, coaching, team building, leadership, and employee relations. In Conscious Business today, the Department of Human Resources is about nurturing the passion and potential in employees with conscious awareness of how human energy moves through a company.

HR responsibilities are not only the necessary administrative duties. In the aspect of human interaction, HR is often the *central nervous system* of a company that facilitates nurturing intentions and diminishes destructive intentions. A HR Professional sees the company as the sum of resources, and their responsibility to mentor the human resource. Creating a truly collaborative infrastructure often falls under the directive of HR. In [Episode 2 of Collaboration Now](#), on CNBC, they elaborate on the importance of collaboration in the workplace. "Maximizing talent requires leading through a new of rules, building teams that collaborate efficiently and effectively, capitalizing on global perspectives and bridging generational gaps." While Corporate Managers supervise and coordinate employee responsibilities within their departments, Human Resources ensure that feedback information flows through the entire company. The Information Technology department may design *how* information flows, but HR must play a role in defining *what* information flows. The intercommunication of feelings is just as important as the flow of data.

HR Managers also inspire leadership qualities in employees and often collaborate with department managers. Human nature qualities that need nurturing include inspiration, motivation, attitude, time management, momentum, caring, love, and gratitude. The goal is not to teach employees to avoid co-workers who may have issues, because this creates disconnection. However, HR can educate how to change negative energy by nurturing the environment of the company. This positive reinforcement builds productive teams and creates opportunities. Unconscious business is often self-centered in that the company is more concerned about what employees can do for them. Unconscious employees are often self-centered in that they are more concerned about what the company can do for them. They are not bad companies or employees. They just need help. Communication bottlenecks appear because either one or both are unaware of how their thoughts and actions affect each other.

HR also facilitates Change Management in a company. Business today must be flexible and adaptable. Gone are the days where companies focused on conforming consumers to *their* business model. This simply doesn't work because business is connected to a changing world. I agree with [Susan M. Healthfield, About.com Guide](#), when comments on Change Communication; "Recognize that true communication is a "conversation." It is two-way and real discussion must result. It cannot be just a presentation." Today, companies must adapt to an ever-changing environment. Successful conscious business companies welcome feedback from employees on challenging issues. Change Management can be very difficult without an effective conscious-business-based human resources department because of the many emotional factors involved. People resist change unless they are in the mindset of continuous improvement. A successful company is not one that can adapt to occasional change; it is one that is *continuously* changing through the process of continuous improvement. HR nurtures the *human* aspect of change needs. The moment we believe we have a working system that doesn't need change, we stop attracting new ideas because we stop making room for them.

Human Resource Departments are also tasked with finding the right people for the job. Unfortunately, outdated recruiting and hiring systems define who is good or not with assumptions based on experience and training. Employee capabilities are an important factor to consider, but not to determine, whether someone is right for a position. An HR Professional must be able to recognize passion with the understanding they are always learning and applying knowledge and skills. HR professionals must recognize the risks of non-communicators. If someone with vast experience tells you they already know how to do everything for the job, it should raise a red flag. Humble confidence is great, but head-strong and ambitious employees can often be selfish, judgmental, and close-minded. In other words, HR hiring professionals need to develop a non-judgmental sixth sense, or the ability to feel the human energy field in other people. Unfortunately, much of the process of recruitment these days is automated and impersonal in the filtering process. Many very good potential employees never get their foot in the door because they don't look good enough on paper. Sad but true. I wish someone would develop a successful eHarmony for Business that links companies to human resources better.

For the majority of companies today, employers and employees are somewhere in between conscious and unconscious in their awareness. It is neither complaint nor compliment. It simply is where we are at the moment. But conscious awareness is growing, of which Human Resource Professionals play a big part. Without good people in a company, best practices would never get written; great ideas would never be shared; and well planned operations would do nothing. The Human Resource is what puts energy into a business and gives it life. It is the most important part that should be nurtured.

This article is written by Russell Elrod, [HorizonPath Corporation](#): Co-Creating Conscious Business Practices for Employees in Sustainable Seeking Companies