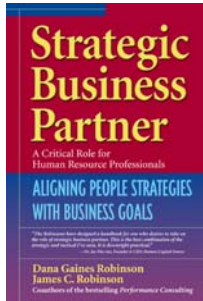


STRATEGIC BUSINESS PARTNER: Aligning People Strategies with Business Goals



The first “how-to” book that shows Human Resource and Learning professionals how they can assume the critically important role of Strategic Business Partner.

STRATEGIC BUSINESS PARTNER:
Aligning People Strategies with Business Goals
by Dana Gaines Robinson and James C. Robinson
Berrett-Koehler Publishers, 2005
Hardcover (288 pages)
Available at www.bkconnection.com

Description

How do you become a strategic business partner, working “at the table” with your organization’s leaders? And what does a strategic business partner actually *do* that is different from the work of an HR specialist, HR generalist, or performance consultant?

Jim and Dana Robinson answer these questions in this, their newest book.

“The authors’ years of experience show in this book. It is their most unique and important contribution so far. I don’t know how this book could be more practical, more immediately applicable.”

—Geoff Bellman, author of *Getting Things Done When You Are Not in Charge* and *The Consultant’s Calling*

“If you’re working on the people side of your organization, and if you want to make a real difference in the organization, this book is for you! HR, Learning and OD professionals are given ‘how-to’ guidance to become a valued strategic business partner.”

—Patricia Crull, Vice President and Chief Learning Officer, Toys “R” Us

Organizations are becoming increasingly complex, and leaders are looking to the Human Resources (HR) function for more sophisticated and comprehensive support. To respond, HR functions must become more integrated into the business, with some people on the HR team assuming the role of strategic business partner (SBP). But how does an HR specialist or generalist become an SBP? And what does a strategic business partner do differently on Monday at 8 a.m.?

Jim and Dana Robinson answer these questions by describing the major SBP accountabilities. First, SBPs build partnerships based upon credibility and trust with the key business leaders with whom they work. These partnerships provide SBPs with opportunities to reactively and proactively identify and support projects directly aligned with business goals. The success of these projects deepens the SBPs' credibility, enabling them to become full partners in the enterprise. At this higher level of accountability, SBPs work with business leaders to form long-range business strategies and plans, and to create and implement people initiatives that link into and support these strategies and plans.

Like their classic book *Performance Consulting*, this is a practical resource with case examples, exercises, and tools ready to use by HR, OD, and Learning professionals who aspire to become strategic business partners in their organizations.

Contents

Introduction: From Value Sapping to Value Adding

Part I: Concept and a Model for Strategic Business Partners

1. Key Concepts for Partnering Strategically
2. The SBP Model

Part II: Building Client Partnerships

3. Identifying Clients and Developing Access
4. Gaining Credibility and Trust

Part III: Identifying and Partnering on Strategic Projects

5. The Logic Used to Identify Strategic Opportunities
6. Reframe Requests to Identify Strategic Opportunities
7. Proactively Identify Strategic Opportunities
8. When the Client Says "Yes"

Part IV: Influencing Business Strategies and Direction

9. Being at the Table
10. Making the SBP Role Real

Testimonials

What Noted Consultants and Authors Say About This Book:

"Jim and Dana Robinson have presented a step-by-step guide showing HR professionals how to develop strategic partnerships, one of the most critical issues facing the HR field. This should be essential reading for any HR professional."

Jack Phillips, Chairman
ROI Institute

"If you want a 'seat at the table,' then read this book. I can't think of a better resource on how to become a strategic business partner."

Joe Willmore, Author, *Performance Basics*
President, Willmore Consulting Group

"The Robinsons have done it again, raising the bar for the human resource community to new, exciting heights. This book is eminently readable, applicable and above all, inspiring. It is a superbly executed must-read A to Z for the SBP!"

Harold Stolovitch, Ph.D., CPT
Author of the best-selling books, *Telling Ain't Training* and *Training Ain't Performance*

What Practitioners Say About This Book:

"Finally, HR professionals have a 'how-to' guide for getting to the table where real decisions are made! The real life examples and the "something you can do" activities make this a true field book for HR professionals."

Jayne M. Williams, Vice President and HR Learning Strategist,
Wachovia

"The Robinsons have done it again—they have managed to go to the next level without leaving any of us behind. The Robinsons guide us from principles to best practices for earning a strategic seat at the executive table as well as for ensuring you deliver results once there."

Cam Graham, Senior Advisor, Integration & Planning
Petro-Canada

"The demands for improved performance and accountability in the public sector create a new strategic role for HR professionals. The Robinsons provide us with an indispensable tool and a roadmap to increasing the value we offer our clients."

Jeff MacPherson, Manager, Human Resources
City of Edmonton