

# HR in The Gloomy Economy



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Executive Vice Chairman  
Smart Corporation Pcl.*

1

**"Management's Expectation  
from staff  
in the Gloomy Economy"**

2

# Financial Tsunami



3

## Prepare ourselves for "Never Seen Before" Financial Crisis

News Site of the Year | The 2008 Newspaper Awards

**TIMES ONLINE**

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ALL TECH - ALL THE TIM

From The Times  
November 18, 200

**TECH BUZZ**

Technology Computing M

TechNewsWorld > Technology > Tec

OPINION  
Patrick Hosking at  
**IBM Cuts 13,000 Off One**

One of the largest  
launched yesterd  
announced plans  
few months.

Staff at the bank,  
the news that 27  
chief executive, at  
call. Another 25,0  
German company  
owners.

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collapse.

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E-BUSINESS | TE

Change critical apps at the of

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**News Blog**  
Recent posts on technology, trends, and more

September 21, 2005 11:53 PM PDT

**Sony to lay off 10,000**

Posted by Michael Singer

Print | E-mail | Share | Post a comment

Sony on Thursday announced a companywide restructuring that will result in the loss of 10,000 jobs, the closure of 11 plants and the end of its existing network system.

The world's second-largest consumer electronics maker said it expects to save \$1.8 billion in the process as it refocuses its efforts on electronics, televisions, digital imaging, DVD recorders and portable audio. Of the 10,000 in job cuts, the company said it will slash 4,000 jobs in Japan and 6,000 jobs elsewhere.

Chief executive **Howard Stringer**, president **Ryoji Chubachi** and chief financial officer Nobuyuki Oneda outlined the details of the company's rebuilding process during a strategic meeting with management and key partners in Tokyo.

# USA " Bloody Monday "

**MORE US COMPANIES SHED WORKERS**  
Caterpillar, Sprint Nextel and Home Depot Monday joined others in announcing job cuts amid the global economic downturn.

**Biggest job cuts announced since Jan. 1** ↑ = 1,000 workers

Circuit City*	34,000
Caterpillar	20,000
Pfizer	19,000
Alcoa	13,500
Sprint Nextel	8,000
Home Depot	7,000
Eaton	5,200
Microsoft	5,000
Intel	5,000
Boeing	4,500
Hertz	4,000
Motorola	4,000
Holcim	3,300
EMC	2,400
Textron	2,200
Freightliner	2,100
Delta Airlines	2,000
MeadWestVaco	2,000
Cessna Aircraft	2,000

**Workers losing the corporate jobs in single day**  
The biggest where company maker Caterpillar around 20,000. In Europe, Philips, first steelmaker cuts. The announced the department.

**Also in the news**

Nation, 28 Jan 09 Christmas \*Declared bankruptcy Bloomberg

## " Survival "



**Organization Survival**



**Staff Survival**



**Same objective with strong cooperation**



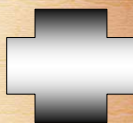
2009 → Year of  
"Risk & Opportunity Management"

"ฝ่าวิกฤติ พิชิต โอกาส"

7

## Management's Expectation

หัวใจ



ฝีมือ

- ไม่กลัว
- ไม่ประมาท
- เชื่อว่าจะชนะ (ทำสำเร็จ)

- ความเชี่ยวชาญ
- ความฉลาด (ไหวพริบ)
- ความแข็งแรง/ความพร้อม (สมบูรณ์สุดขีดพร้อมชก)

8

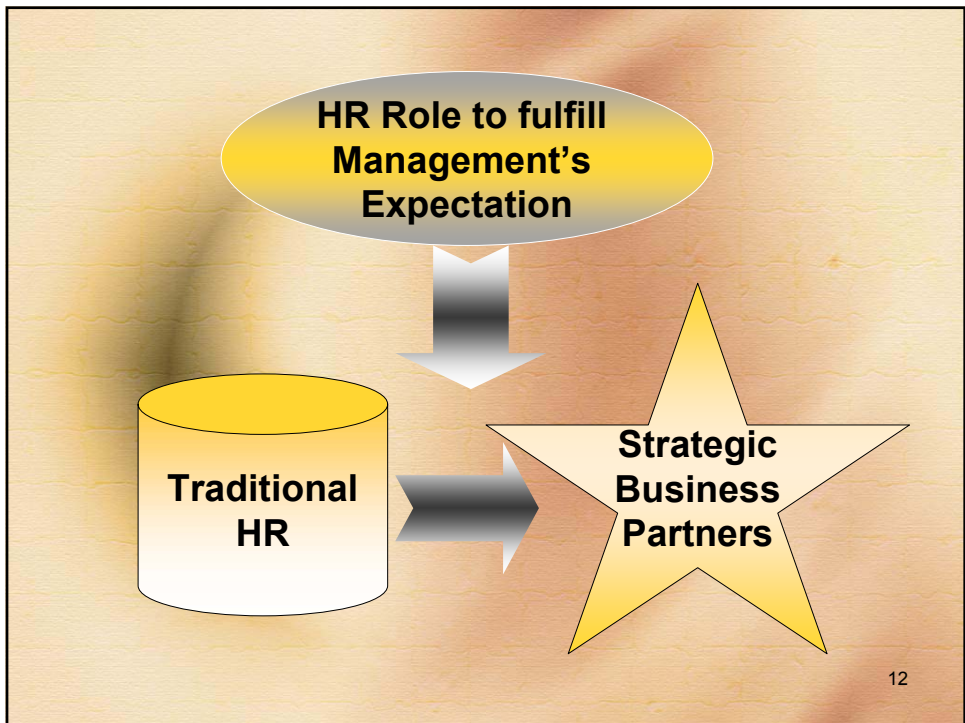
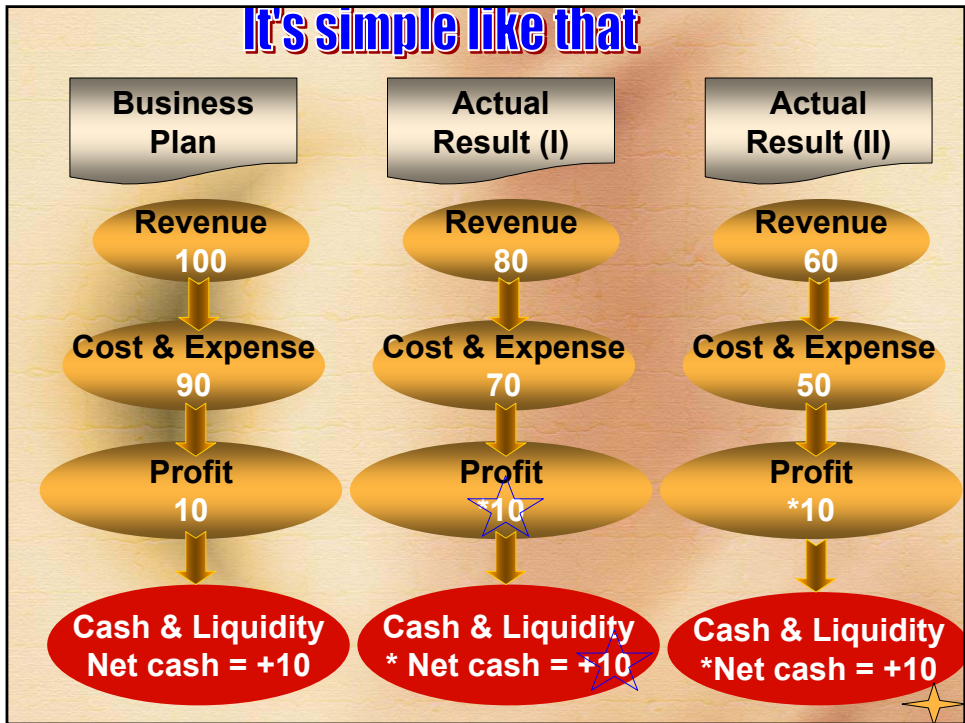


## Management's Expectation

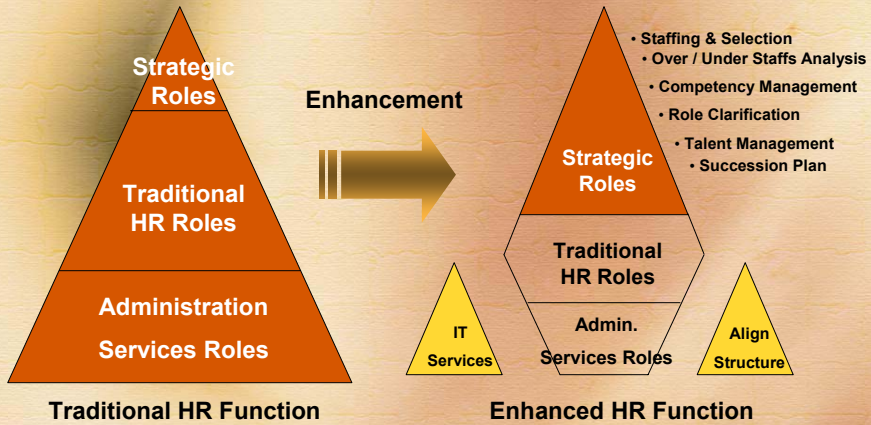


- ❖ Strong intention to achieve every Corporate Goals
- ❖ Flexibility for any revision or change to achieve all goals
- ❖ Willing to work 2 times harder (Work smart)
- ❖ Understanding of difficult times and be ready for any sacrifice
- ❖ Proactive mind to grab any business opportunities
- ❖ Continue to prove value of himself/herself to the company

# It's simple like that



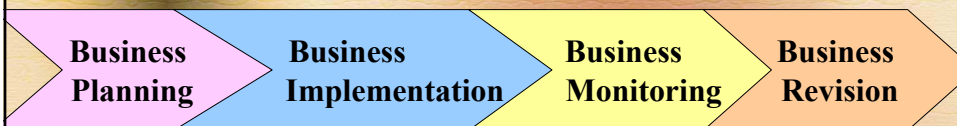
# HR Transformation



13

# HR – Strategic Business Partner

Be a key team member in all business Process



Role of " HR Corporate Advisor "

14

## HR Competency in the Gloomy Economy (To work as HR Strategic Business Partner)

- Business Understanding / Knowledge (80%~100%)
- Financial Knowledge (40% ~ 60%)
- Production Knowledge (30% ~ 60%)  
(for Manufacturing Firm)
- Ability to translate:

All HR Issues → to Business Issues  
All Business Issues → to HR Issues



## HR Innovation

- HR tools to ensure/confirm  
“Optimum Headcount” & “Optimum Org. chart”  
for each and every Business Units  
( Cost & Quality of Manpower V.S. Quality & Price  
Of Product)
- Manpower cost analysis and suggestion  
for any proper changes to achieve Business  
Operating Results i.e., headcount increase /  
decrease, revised Org. chart, revised manpower  
structure, etc. (set standard formula)

# HR Innovation

Cont'd

- How to fill the gap of “Pre – Top Management” Group
- Simple tools for “Over/ Under Staff” analysis
- Simple tools for “Role Clarification”

**“All to serve Business Objectives Achievement”**



17

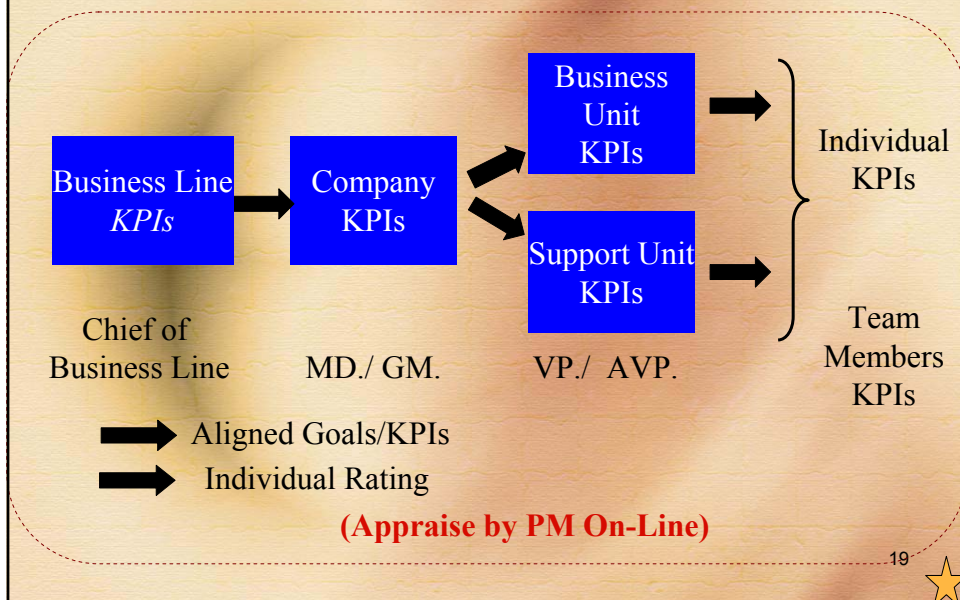
**Performance  
Management  
System**



**Bonus & Incentive**

18

## Performance Management System



## HR Performance Evaluation

- \* Operating results achievement (Revenue, Profit, Cash flow, new project/product achievement)
- \* Make your Firm "Employer of Choice"
- \* Most effective "manpower cost" (Revenue/head, Profit/ head)
- \* Successful career development for all levels of staff
- \* Excellent "Employee Relation"
- \* Build up "Excellent Human Resource Pool" for the firm and the country

# Q & A