

HNBA MD Discussed the Dynamic HR Practices of HNBA & HNBGI



The 'people factor' of an organization with no doubt is its greatest strength, making its management crucial in a highly competitive industry such as Insurance. HNB Assurance PLC (HNBA) and its fully owned subsidiary HNB General Insurance Limited (HNBGI) has deployed a Human Resource strategy for its staff which focuses on enriching the life of its employees, both through enhancing quality of time at work as well as providing for greater work-life balance.

Sharing views on the Human Resource strategy, Managing Director/CEO of HNBA and HNBGI Mr. Deepthi Lokuarachchi stated, "The Human Resource strategy is a key success driver of any organization and it is believed that the Human Resource function adds a great deal of value to the corporation and the 'people factor' provides for greater stability of the business as well as superior organizational performance. Cherished Human Resource practices could result in a pool of competent and dedicated employees. The Group pays great emphasis on its recruitment strategy as well as in retaining its employees. As a Group with over 900 employees, the Strategic Human Resource practices extend beyond the standard Human Resource practices, to help our staff and their families fulfill their aspirations and dreams. Extensive measures are taken in order to create a contemporary organization culture with augmented values as well as a support mechanism to enable one to go forth in one's career."

Speaking further Mr. Lokuarachchi added "The Group has an 'open door' policy where employees could access the top management concerning any matter. Continuous learning and development is encouraged throughout each tier of the organization.

The Group envisions creating charismatic leaders and has invested its resources in talent management and talent development which helps in building competencies and skills within employees. As part of the Human Resource strategy, training programs are conducted on a monthly basis focusing on professional as well as personal development of employees. These programs range from personal grooming to professional training to workshops on striking the right work-life balance and healthy living. A case in point here is the workshop that was held for staff on the prevention of Dengue and H1N1 as well as a workshop to help individuals understand what measures should be taken in order to spend the golden eve of one's life in a happy and a healthy manner. These workshops were conducted by Dr. Shiromi Maduwage and Dr. Sameera Sennanayake of the College of Community Physicians of Sri Lanka. The Group identifies the true potential of each staff member and set in place a compensation scheme which has both monetary and non-monetary components. The Group constantly encourage employees in enhancing leadership roles and in empowering employees by creating additional tiers in the management hierarchy to allow career progression. In addition, the Group has taken a step forward in implementing advanced Human Resource Information systems and reward schemes".