



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit IV - COMPETENCY DEVELOPMENT & CAREER

Topic 4- Career Enrichment & Career Motivation



CAREER ENRICHMENT

- ◀ Career Enrichment is an approach that focuses not on promotability, but rather on encouraging employee to grow in place
- ◀ Career enrichment services may include orientation, mentoring, tutoring, career advisement and guidance.
- ◀ Career enrichment understands for people to move into new performance levels using one's abilities, passion and goals.



BENEFITS

Helps in bridging the gap between where the person is and where he wants to be in future in his career.

- ▶ Identifying the right direction at work and assist in making into meaningful, focused and energized.
- ▶ Selecting the role which best suits the capability of the persons depending upon his skills and knowledge
- ▶ Helps employees in contributing their best in productivity of an organisation.
- ▶ Engages employees in work that fulfils their life goals most effectively
- ▶ Deriving satisfaction in terms of their work and motivates them.
- ▶ Helps in reducing stress and makes an employee more balanced.
- ▶ Identify areas in which a person is capable and might want to continue learning
- ▶ Measures skills of employees required for a particular job.



BENEFITS

Helps in attaining better employee satisfaction and productivity.

Help employees in reaching their potential goals through the message of serving others to their highest capacity.

- ▶ Clarity of roles for attainment of mission, vision and goals of an organisation.
- ▶ Improved service delivery, improves brand recognition, morale and revenues.
- ▶ Employees become more productive when they focus on career enrichment rather than monetary values.
- ▶ Helps in improving team cohesion, communication and committed action toward desired results.



CAREER MOTIVATION

◀ DEFINITION:

- ◀ Career motivation refers to the set of individual characteristics and associated career decisions and behaviours that reflect the person's career identity, insight into career factors affecting his or her career and resilience in the face of unfavorable career conditions.
- ◀ Career motivation refers to the willingness to exert high levels of efforts toward career goals in order to satisfy some individual needs.



CAREER MOTIVATION

- ▶ Career Resilience
- ▶ Career Insight
- ▶ Career Identity

INDICATORS:

- ▶ Record career accomplishments
- ▶ Record of work participation
- ▶ Initiatives to enhance existing skills
- ▶ Reasonableness of job search efforts
- ▶ Attempts to return work after acquiring a disability
- ▶ Efforts to pursue rehabilitative
- ▶ Use of discretionary time to further career development.



RECAP

QUESTIONS???

THANK YOU