



# **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 V - EMPLOYEE COACHING & COUNSELING**

**Topic - Employee Counseling**



# COUNSELING

## DEFINITION:

“ Counseling is a face-to-face relationship in which growth takes place in the counselor as well as the counselee”.

“ Counseling is a process in which the counselor assists the counselee to make interpretations of facts relating to a choice, plan or adjustment which he needs to make”.



# OBJECTIVES OF COUNSELLING

- To bring change in behaviour
- To maintain better relationships.
- To ensure effective decision-making
- To promote de-stressing
- To enhance coping skills.
- To enhance employee mental health and job satisfaction.
- To reduce workplace stress and conflicts.
- To improve employee retention and performance.
- To foster a supportive and productive work environment



# CHARACTERISTICS

- ▶ Mutual trust and confidence
- ▶ Consensus on the purpose
- ▶ Goal focused
- ▶ Learning-oriented process
- ▶ Involves confrontation
- ▶ Time-consuming and continuous process
- ▶ Time-bound, purposeful and professional relationship
- ▶ Authority of the counselor
- ▶ Deals with wellness, personal growth, career and extreme concerns
- ▶ Theoretical
- ▶ Developmental or intervening process
- ▶ Effective HR tool.



# PRE PROMOTIONAL NEEDS

- ▶ Stress
- ▶ Before disciplinary action
- ▶ Handling mid-career crisis
- ▶ Pre-retirement



# COUNSELLING PROCESS

- **Identify the Need for Counselling**
  - Recognize signs of distress or low performance.
- **Establish Trust**
  - Build a safe and confidential environment.
- **Assess the Problem**
  - Understand the employee's challenges.
- **Provide Guidance**
  - Offer actionable solutions and emotional support.
- **Follow-Up**
  - Ensure long-term resolution and support.



# TYPES OF EMPLOYEE COUNSELLING

- **Directive Counselling**
  - Counsellor provides solutions and guidance.
- **Non-Directive Counselling**
  - Employee is encouraged to find their own solutions.
- **Participative Counselling**
  - A combination of directive and non-directive approaches.



# BENEFITS OF EMPLOYEE COUNSELLING

- For Employees:
  - Reduced stress and anxiety
  - Improved focus and productivity
  - Better personal and professional balance
- For Organizations:
  - Higher employee engagement and retention
  - Enhanced workplace morale
  - Improved overall performance





## HR's role in Counseling

- Need for counseling can be identified by HR as well as supervisor.
- HR discusses the issue with the relevant supervisor and continuously ask for feedback
- Discuss and agree a plan of action with supervisor.
- Schedule and jointly conduct the counseling session
- Conclude the counseling session with warning (if required)
- Follow-up the action plan and feedback to the supervisor
- Monitor developments



# ROLE OF HR IN EMPLOYEE COUNSELLING



- **Identifying the Need for Counseling**
  - Recognizing signs of distress (e.g., absenteeism, reduced productivity).
  - Conducting surveys and feedback sessions to assess morale.
- **Creating a Safe Environment**
  - Establishing a culture of trust and confidentiality.
  - Providing a non-judgmental space for employees to share concerns.
- **Facilitating Access to Counseling Services**
  - Hiring or partnering with professional counselors.
  - Offering Employee Assistance Programs (EAPs).
  - Organizing in-house or external counseling sessions.



# ROLE OF HR IN EMPLOYEE COUNSELLING

## ➤ **Training Managers and HR Staff**

- Equipping managers with basic counseling skills to address immediate concerns.
- Promoting empathy, active listening, and problem-solving capabilities.

## ➤ **Policy Development**

- Formulating clear policies for addressing workplace issues like stress, harassment, or mental health challenges.
- Ensuring legal compliance and ethical practices.

## ➤ **Monitoring and Follow-Up**

- Tracking employee progress post-counseling.
- Regular check-ins to ensure long-term effectiveness



**RECAP**

**QUESTIONS???**

**THANK YOU**