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COMPETITIVE ADVANTAGE

A popular joke widespread shared with Human Resource Managers, Accountants and Economists is related to the question `the sum of 1+1`.

The accountant answer `depending on the securities related to the outcome, the answer would be maximum 2.`

The human resource manager answer `depending on if 1 can perform as one and in logic combination of another 1, the result 2 is to be expected.`

The economist answer `who is asking, and which result is desired` 

In this light seen `what is competitive advantage`. The accountant, the economist, the human resource manager uses the same term but do apply different wise, right?

Competitive Advantage Of Human Resource Management (Hereafter HRM)

1. Definitions

- 1.1 **“HRM is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage “**
- 1.2 **Strategic Approach** include collaboration and partnership, technology, policy change (including the law, regulations, and customer behavior) and development, capacity building, systematic change and integration. Each of it offers a strategy, opportunity, or tool to leverage change and improvement of the labor force in those content areas.
- 1.3 **Management of people in companies and organizations** is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively, eyeing the constant need to catch up with the latest art of technology. **People management**, also known as human resource management (HRM), encompasses the task of recruitment, management, and providing ongoing support and direction (**training, motivating and directing**)

employees to optimize workplace productivity and promote professional growth) for the employee in an organization.

- 1.4 Competitive Advantage is what sets your business apart from your competition. It highlights the benefits a customer receives when they do business with you. It could be your products, service, reputation, or even your location under the influence of labor improvement programs. In the context of HR, it refers to the quality of employees who cannot be copied, unlike system and process.

2. Conceptual Understanding of Human Resource Management

Without Human Resource Management, General Management in its essence is a management with result 'dead upon arrival', designed for war in its essence. Why is that so?

An organization composed of group of people that work independently or in a team with different attribute of behavior. Everybody serves an individual purpose; each single action is related to a purpose; to gain money in term of salary (labor) and profit (owner of the company) at the end of the day are a few examples. Both serve mutual aim of improving organization performance that can sustain for a long run which in return would bring benefits to employee, employer, dependents, and customers. Conflicting priorities set by participants arises, the arena for the battle of getting fairly compensated is in full function.

With attempt to collect personal gain, both employer as employee enter a market and are actively seeking for a good and fitting purchase of manpower (employer) or to be taken as recognized manpower with added value (employee). The first question comes with the expected role in the organization. Is the organization technology or human led for the right production which can be based on technology led and/or human led? Does it require the character of a servant to a technology based led operation or does it require a sense of ownership in performing complicated tasks in complicated human led organizations. HRM plays a vital role in bringing fitting characters, with the right attitude and skills together with purpose of best team performances within limitations of human conflicts.

If it is for technology led, the hunting more towards acquiring a 'follower' and the value returned to the company is at low, compared to human led production, which knowledge, skills, and experience are the key attribute for the high value returned of purchase of labor to the company.

2.1 Building Bricks in Use (what applies to the definition)

2.1.1 Improvement of skills

This is an ongoing process throughout the working life, and it can be soft or technical skill that the person gained from the learning opportunity provided by the organization to improve its labor or worker productivity and with attempt to create

and add more value to the total delivery process that benefits the organization for a long run.

2.1.2 Improvement relationship in between labor and technology

Introduce, expose, teach and guide the labor to make sure they are well equipped with advanced knowledge at par with the tasks, for the right use of technology used in the system, will increase value of the labor in the company as they are well advance in their performance that boost the quality and efficiency in the production.

2.1.3 Improvement of communication in between worker and mission leaders.

Active communication between worker, employer, and its direct working environment boosts more understanding and helps to reduce conflicts and boost quality in working relationship. Good communication between all parties helps the labor understand more the company working policy within the mission that they are gearing into. Good communication also helps to introduce harmony, create conflict-less environment and boosting efficiency in the work culture.

2.1.4 Improvement time management

It is about the planning, prioritizing and exercising control over time spending on a specific activity (smarter than harder). It enhances performance, helps to increase efficiency with less effort and to achieve a desired goal without compromising work quality.

2.1.5 Improvement of emotional skills (conflict management)

Emotional skills are individual soul attributes that manifested through deeds and interacting with each other from a deep understanding of related emotions in a productive manner. Improving emotional skills among labor is kind of equipped them with `tools` to response and to make right action in the right circumstances and shape them to be more alert, wiser, and advance in their thinking and behavior.

2.2 Managing (Potential) Conflicts in an Organization

Conflict is everything but not emotional. Emotions are the source of conflicts, but not the soloistic explaining of conflicts itself that brings damages in a relationship, especially in an organization. It's merely about rightfully or wrongfully dealing with the emotion that leads into conflicts and (de)escalation of conflicts.

Example of the conflicts are from political kind, the kind of personal attacks driven by power struggle, jealousy, injustice, implementing dividing policies related to ideology and or religion, and many more. It is like scissor in a folded linen.

Without guiding, most human end up as an unidentified flying object. Without control, every human can be a 'cannibal'. Without push, everybody can end-up lazy. We are the mirror of God but at the same time living stock for the devil.

Conflicts always will be there and implicate productivity, which affect the communications, relationship, and trust within the environment, thus leads to losses in hours on the end of the day.

'1 hour spend is an indicator to the success or failure of a company in term of productivity and returned of each investment (time especially).'

Education is one of the key remedies to waste of hours for seeking for conflicts leading into nothing but losses only. Competitive human resource department always allocate suitable training and education opportunity to polish their human capital (employee) to better understanding of themselves and further enhance their knowledge and skills and at the same time giving an equal opportunity to the employee to be competitive in their environment (working or personal), with reduced losses in hours as a logic consequence of it.

2.3 The Importance of 'Respects' In an Organization

Defeating competition at the labor market, to be advanced competitor goes with understanding of personal strength, what is needed in dealing with a group of competitors. This with respect to the concept of love (respect) with inclusive vast elements of trust, understanding and loyalty. This concept boosts the willingness to do the extra miles for one other attached, to do it best, to do it efficient as possible and not to waste resources. This outwork of respect in daily practice creates recognition for one its importance, it creates respect to the organization from one has gained the right to exist as a valued human being. How to uphold respect is merely related to the determination to remain focused to its key elements; as listed as 'trust*', understanding and loyalty'.

** In this sentence the element trust is standing on one leg of competence and one leg of integrity.*

Indefinitely, a company polishing its economy by investing more on respecting and recognizing its people just based on the concept of respect as explained before. Recognized and educated labor (knowledgeable and skilled) bring more value to the market (quality in human capital) and attracted more profit to the company (from a willingness customer to pay a quality product or services at a higher price).

HRM plays a vital role in building characters with self-respect, increasing effect to greater respect of its companies' mission and fulfilling duties related. Defending individual their personal emotional space from being intruded or otherwise abused.

Recognizing the personal emotional space as an element or carrier of conscious and common behavior. As the garden for creativity, passion, and love. As the universal 'why' of all the individual their pattern of actions. As the place true love limits the sense of hate, playing a key role in deciding not to act harmfully.

And how important is it in times where greed meet its limitation in the sickness of mother nature and entire societies. With respects, it helps to reduce side effect of conflicts, lost production per hour, stagnation, reduce stress related illness, avoid crashing of a project, halting, and reducing the criminal rate in the organization (theft, fraud, and corruption).

2.4 Breaking, Resetting and Getting Prepared for Serving the '1+1=3 Rules'

2.4.1 The '1+1=3' rules in short notice.

In short notice, where (1) **individual worker** is valued for its added knowledge (well equipped), is safeguarded and motivated one, to act as one, to be valued as one + working together in good faith with another (1) by then provided = (3). Whereas (3) is the sum **of Companies** value, the value to **dependents** of the company (shareholders, bankers, suppliers, governments) and **customers** getting valued for their monies spent.

"One cannot dance with the devil while asking God to pay up the bills. One cannot live in greed while asking mother nature to pay the price. One cannot ask respect while letting mother nature and societies paying the consequences. One cannot take respect on costs of others."

2.4.2 Integrity, openness, and fairness matters to sustainable results.

The HRM is often being confronted with an operation dominated by (an endless) greediness and by authorities enforced 'applied justice' [to uphold fair play rules](#), against to the purpose and operation related greed and crimes. Under circumstances including the phrase '*one cannot dance with the devil, continued*', Its quite challenging to implement and maintain the 1+1=3 rules. A rule set to boost productivity, to boost quality of service while halting simultaneously, misuse or abuse of individuals, of the entire company, of the related dependents and or of customers, while being in process.

2.4.3 Getting people prepared for the 'job 'to be done.

You can manage a machine but can just guide people only. A mechanic is manager of a machine to maintain results. A department leader is guider of people in need to assist them in maintaining and expanding results. A machine needs oil, human needs motivation as a source for their performances. That is the difference here.

The applied logics to solving conflicts caused by failures of a machine or workers are from a different kind and do requires completely different approaches. The General guider (often referred to as general manager) should behave accordingly to guiding and should refrain from managing people. He needs to **manage himself** in setting records straight, he should focus to communication to others in next line of duties and let the guided process do its part.

Deep understanding of the difference between managing and guiding boost efficiency, reduce conflicts and stagnation related upon applying this understanding to the organization its model.

In short conclusion, the organization its copy machines are under the preview of a Machine Manager, the office employee is under the preview of an Office Guider. No confusing, the machine perform best by getting maintained and well managed, the office employee perform best by getting maintained and well guided.

2.4.4 The Need to Repair Human Capital.

2.4.4.1 The context based on personal emotional space.

With best intentions, eyeing of how to get the best out of fellow humans, HRM often get confronted with contra productive, seeking for conflicts behaviors of for the job selected humans. We can (more or less) recognize others in their insecurities, in their fears even in their emotional outbursts, and in their sense of rebellion acts. After all, most of us are in the same life boat, a steamship so called `Abuse or to be Abused`.

[The driver of all what one does do and what one does not do is embedded in one its personal emotional space.](#) It is like a garden blossoming for harvesting purposes of spiritual, motivation, passion, and creativity among other deep hidden desires. It is a complex space for deeper emotions and its vulnerable for abuse by others or by shocks coming from confrontations with accidents, conflicts, or war even.

While that emotional space is equipped to support one its desire for love, harmony and to be constructed for the good cause of living, the character of the emotional space can change into a bad one and can conflict the human in all its behaviors. Under the influence of shocks or intruders of the emotional space, whatever in the past was considered as a bad behavior can become a habitual behavior.

Power seeking elite of societies or a group one belongs to, find it very productive to intrude personal emotional spaces of others, to influence deep rooted behaviors for the need to build a submissive and strictly obedient following participant.

2.4.4.2 The importance of personal emotional space to organizations

This requires others to defend and to help in restoring their personal emotional space, is helping HRM in defending its own personal emotional space, creating together autonomy and willingness in upholding spiritual thoughts, the freedom related and its function as a firewall to block false attempts to an organization being invaded by trojans out there to destroy and or to take over management of one its personal emotional space. A fragile jewel as it is the collective spirit of freedom which often leads into value added production and or services.

2.4.4.3 Abusing personal emotional space in essence explained.

Often humans their personal emotional space is (for the sake of becoming submissive and obedient in serving dominators their agenda) intruded, violate, and poisoned with doubtful morals, leaving less or no space for personal freedom of thoughts). Intruding and dominating one other its personal emotional space with attempt to break resistance for crimes to commit (terrorist for example) is one of the greatest crimes against humanity.

Such dominating characters, intruding others personal emotional spaces with false motives, abusing countries powers, abusing religions and or ideologies or criminal laws can be found in each single (enterprise) and organizations related to the government, religion, ideology, and groups making money out of committing crimes.

Its safely to state here that we all are (with or without the know) somehow victimized and (poorly) reflecting in our deeds, the appearance of bitterness and or, the bouncing back to abusing our personal emotional spaces. It can make us doing things, we ever considered a crime, it can make us hateful while ever living in the concept of love. It makes us nearly perfectly serving a kind of elite, with aim to maintain the power of the elite over others, to be in total control of others, to build 'soldiers' willingness to serve up to death the sake of the elite.

2.4.4.4 Living examples of influencing others their personal emotional space

The attached two video enclosed, explaining the game of '**breaking, resetting and rebuilding**' people for its role to fulfil dominators their aims (objective, mission, and vision).

Avoiding any misunderstanding.

It is important to break bad thoughts from human behavior, it is important to assist people in finding the balance and harmony in relation to the human itself. It is important to assist people in getting the best out of their living under the use of hours, knowledge, and creativity in daily practice. It is considered an abuse, a great crime against humanity when it is with attempt to set people up for fire.

To take possession of one other their emotional space, to confiscate others their emotional powers. Especially with aims to set one other up for breaking laws, to set one other up for abusive and harmful actions, by serving the one who is in control, the intruder whose being de facto the 'Powers in charge'.

I like to share two video productions. One with content 'abusive education for the sake of being robotized in by industry led societies. Another with content of character building. A character with high integrity, devotion to humankind, with willingness to offer one life for the sake of humanity and the flag one stand for. It presents the contrast in people management for the good or bad cause. Basically, powers are using education to robotize people. However, one video never touches the freedom of spiritual thoughts, it encourages spiritual thoughts. The other video put full force on breaking spiritual thoughts as it considered an obstruction to smooth results for the industry leaders.

Let me start by introducing the one which I consider as abusive education for the selfishness of Powers in charge. A nice piece of art from the brain of [Roger Waters](#), brilliantly performed by PINK FLOYDD since 1979, and is an 'all telling' production.

Another Brick in The Wall confront and is brainwashing kids for the sake of systematic abuse as an industry worker,



Followed by a stunning speech of [admiral McRaven](#), delivered to an USA Navies Academy. 'Getting prepared for top performing the best for humankind.'



Admiral MCRaven explain of how we break, reset and rebuilt soldiers willing to sacrifice life even for the sake of humanity and the flag the soldier stand up for.

A top compatible and sustainable applied human resource management strategies to its taskforces.

Human rights to implement in daily business practice with reference to UN its [universal declaration of human rights](#). Useful in applying to the sake of 1+1=3 rules.

3. Conclusion

Success comes with recognition of and staying close to the drivers leading into success. As I stated here, the personal emotional space is the main driver to personal success. To this, added education and skills building are in need to be applied in accordance with the provided character of the personal space.

Companies its HRM success is merely an accumulation of brought together personal emotional spaces, and in logic combinations sorted and successfully worked out in daily operations, together leading into the desired 1+1=3 results of it.

Restoring one its ownership of 'personal emotional space' creates space for curiosity, reduces judging behaviors of others as another is no longer seen as a stranger to the soul (**touching issues as discrimination and racism**). Restoring ownership create space for motivation to learn, to improve and **reduces abusive behaviors such as bullying and belittling** of others. Restoring its ownership boost teamwork and reduces fear of being overruled by others (**confidence in competition**). Restoring its ownership reduces outfall of productive hours by **reducing conflicts, illness** and so forth. Restoring its ownership **reduces criminal behavior** and let love prevail over seeking for fortune by undertaking criminal actions, such as theft, fraudulent and or corruption. The list is longer and not limited to what is written here.

Successful competitive advantage of human resource management explained on the hand of this study. I send my regards to Admiral Mc Raven who set it out in 10 simple rules to get successful mission results out of paying attention to the small daily tasks to accomplish. It is not the size of your shoes that matters to all, it is the determination to the mission statement of living that matters.

[In summary of the 10 rules](#) , if **you** want to **change the world**, (1) start each day with a task completed, (2) find people to help **you**, (3) respect everyone, (4) know life is not fair, (5) know **you will** fail often, (6) **take** risks, (7) step up when times are the toughest, (8) face down the sharks, (9) give others hope, and (10) never "ring the bell"!

This study is not limiting HRM to limit the wide range of actions to the source of personal emotional space. However, if the organization want to bear apples from its organizational garden without respecting and helping to keep the personal emotional space in good shape, the roots may become rotten, the apples to harvest are less in numbers and are losing quality. Proper use of personal spaces reduces costs, boost productivity, which is a plus to investors. It creates a pleasant working space, which is a plus to the labor market. This next to other attributes, such as smart recruitment and an effective 'Admin'.

I wish this contribution is helpful, thanks for reading.

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