

EMPOWER YOUR HR TEAMS. ELEVATE YOUR BOTTOM LINE.

SHRM Business equips HR teams with the insights, tools, and training they need to drive strategy, strengthen leadership, and deliver measurable business impact.

SHRM[®] BUSINESS

ORGANIZATIONS INVEST IN SHRM BUSINESS TO:

Build Future-Ready
HR Capabilities

Hire & Retain
Top Talent

Navigate AI Adoption
& Execution

Manage Organizational
Change Effectively

Build an Inclusive &
Diverse Workforce



SCAN & DISCOVER
WHAT'S POSSIBLE



of Fortune 500 firms rely on SHRM for comprehensive solutions and expertise to equip their teams with the tools and skills needed to face today's challenges head-on.

SHRM Business combines unmatched expertise with real-time insights to help HR leaders navigate complexity with confidence. From policy updates to practical toolkits, our solutions translate research into action. The result is a stronger HR function that fuels organizational performance and resilience.



CORPORATE MEMBERSHIP

With SHRM Membership, your team gains real-time access to resources, tools, and insights to take on key projects with confidence.



CERTIFICATION

SHRM certification ensures your team has the expertise, strategic insight, and compliance knowledge needed to drive business success.



TEAM TRAINING & DEVELOPMENT

SHRM's programs provide a comprehensive learning experience designed to elevate HR capabilities, foster strategic thinking, and ensure your organization is ready for the future of work.



ASSESSMENTS

Measure where your team stands today and leverage competencies to streamline operations, strengthen capabilities, and position HR as a true strategic partner.



EVENTS

As the leading authority on all things work, SHRM is the industry standard for best-in-class conferences spanning all HR disciplines.

BETTER WORKPLACES. BETTER WORLD.

REAL RESULTS. REAL IMPACT.

SHRM® BUSINESS



TRANSFORMING HR INTO A STRATEGIC PARTNER



THE CHALLENGE

At H&M, the HR function for the Americas faced a critical turning point. Lacking strategic leadership, the department was seen only as an administrative support function, not a partner to the business. The impact was clear: Part-time staff turnover exceeded 150%, there was no strategic people plan, and customer experience and revenue suffered as a result.



THE GOAL

Develop a three-year strategic plan to transform HR into a true business partner, mapping a clear path to strengthen and support the colleagues who shape H&M's customer experience.



THE PATH TO STRATEGIC HR

To shift HR from an administrative function to a true strategic partner, SHRM Business guided H&M through a clear, structured process to drive transformation by:

- **Assessing HR capabilities** utilizing a comprehensive competency assessment to establish a baseline for the HR team's skills, strengths, and growth opportunities.
- **Building a tailored upskilling plan** designed to elevate HR's capabilities and leverage insights from the assessment.
- **Providing additional sustained learning and support** through SHRM Corporate Membership, equipping H&M's team with ready-to-use resources, expert-backed insights, and on-demand HR guidance.
- **Crafting a transformation narrative**, arming HR leadership with a compelling story of progress to engage business partners and key stakeholders.



THE RESULTS:

35%

reduction in turnover
of front-line sales advisors

"We've received feedback from our HR colleagues who have experienced the SHRM Membership on a daily basis, and they're telling us that it is one of the most impactful development investments they've ever experienced in their HR careers."

— Chris Mikulski, Head of HR for the Americas, H&M