

Monographic presentation

HR Management in the digital World. Tools and practices for SMEs and freelancers

20th September 2024

01. ———

3

Introduction

02. ———

4

Objectives and benefits of
implementing
technological tools in HR
management

03. ———

5

Payroll management:
Different options and
benefits of their use

04. ———

6

Transforming
performance
evaluation with digital
tools

05. ———

7

Attracting and retaining
talent, especially digital
talent

06. ———

8

Technological tolos for
employee training and
development

07. ———

9

Success stories

08. ———

10

Conclusions

01. ———

Introduction

Human resources management is **the set of activities aimed at coordinating the personnel of an organization to achieve certain objectives**. In the digital age, this management can be improved through the use of technology, with the goal of increasing the operational efficiency of SMEs.

Some specific use cases of human resources management include **talent acquisition, time tracking, and payroll management**. However, there is no universal strategy, and each SME must evaluate its needs and act accordingly.

Currently, there are **tools available to assess the digitalization of human resources management**, providing vital information to SMEs in this area.



02. ———

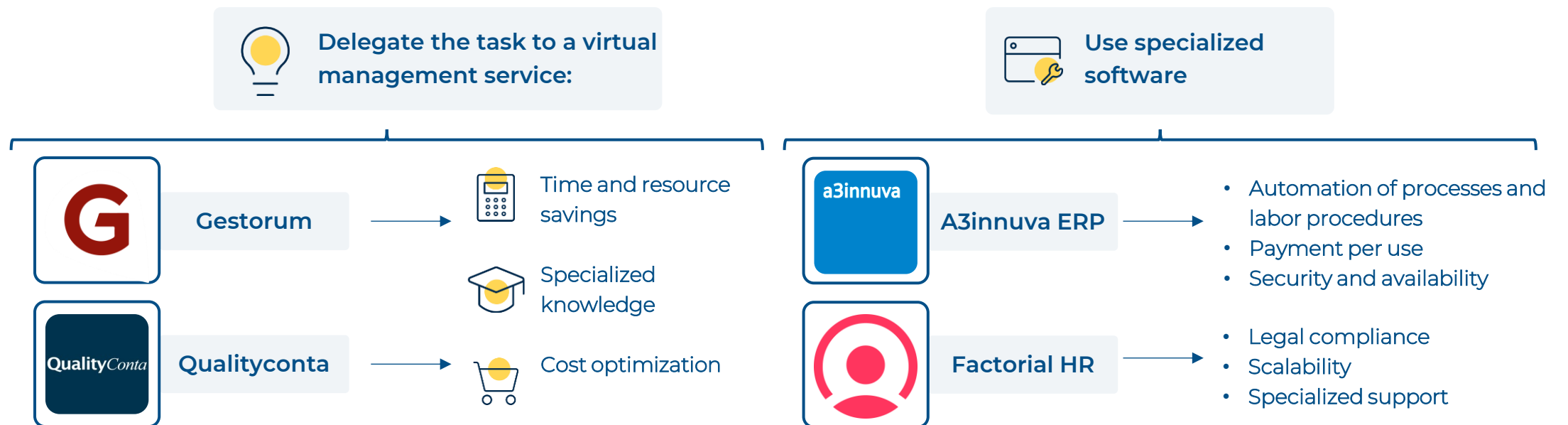
Objectives and benefits of implementing technological tools in HR management



03. ———

Payroll management: Different options and benefits of their use

Payroll management involves organizing, calculating, and distributing employee salaries within a company. When managing payroll, SMEs have two options:



04. —————

Transforming performance evaluation with digital tools

A useful tool for evaluating the performance of one or more employees is performance evaluation software, which measures the achievement of goals.

FUNCTIONS

-  **Establishment and monitoring** of clear and specific objectives
-  **Feedback and communication**
-  Performance **evaluation**
-  **Talent management** and professional development
-  **Analysis** and report generation

TOOLS



Talentia



Kenjo

05.

Attracting and retaining talent, especially digital talent

One of the most important tasks for a human resources team is to **attract and retain talent**. To improve competitiveness and business sustainability, SMEs can apply some **digital strategies**, such as:



Create an attractive job page

- Motivate candidates to become part of the company
- Ensure a good user experience



Promote the SME on job networks

- Use social media and forums to attract candidates
- Share relevant content
- Implement a referral program



Guide the strategy

- Place the candidate at the center of the process
- Have an organized and automated talent pool



Use technology to recruit

- Use AI to optimize recruitment
- Perform predictive analysis
- Automate administrative tasks

06. —

Technological tools for employee training and development



Canvas

It is a platform whose primary use is found in training centers and universities.



LearningStone

It is a tool that allows you to create a free workspace.



Moodle

It is an open-source platform that allows learning and creating educational content.

07. ———

Success stories



Activity:
Consulting

Need

Digitize payroll management



Solution

Develop software that covers the entire payroll cycle



Result

Minimize errors and improve communication with clients



Activity:
Lighting design

Need

Expand the company internationally



Solution

Train all staff in digital skills



Result

Improvement in internal collaboration



08. ———

Conclusions

01.

The automation of repetitive processes **frees up time for people** so they can focus on more valuable and strategic tasks..

02.

Leveraging **emerging technologies** can be very helpful in transforming human resources functions

03.

A complete digitalization involves the **integration of various tools and technological platforms**, covering everything from candidate attraction and selection to talent retention.

Acelera *pyme*



Financiado por
la Unión Europea
NextGenerationEU



GOBIERNO
DE ESPAÑA

MINISTERIO
PARA LA TRANSFORMACIÓN DIGITAL
Y DE LA FUNCIÓN PÚBLICA

SECRETARÍA DE ESTADO
DE DIGITALIZACIÓN
E INTELIGENCIA ARTIFICIAL

red.es



Plan de
Recuperación,
Transformación
y Resiliencia



KIT
DIGITAL