



Owns Diverse Industry Leadership & Strategic HR Experience

SHASHANK GOYAL

Director Human Resources, CONGRUEX



Leveraging his experience of over 2 decades, Shashank has been successfully reshaping the work culture of several Fortune 500 companies and major growth brands. Having a prowess in using progressive technical resources, prolific communication skills, and robust deployment of programs to create a strong line of leaders, Shashank's key strengths go beyond business acumen, business partnering, change management, project execution, succession planning, and talent development.

Today, he leads Congruex as its director of HR. TradeFlock interviewed him to learn more about his strengths and strategies that will help others succeed in their HR journeys.

? What are the major milestones you have accomplished in your professional journey to date?

I think it's important to celebrate modest victories that teams and employees have made at work as one's professional or career achievements.

There are many things I'm proud of that I've done in the past, among them are developing and implementing policies and

systems that have helped thousands of workers and numerous organisations in improving their work environment by emphasizing appreciation, taking a humane approach, and utilizing technology.

? As part of your role as Director of HR, we understand that you are required to develop & devise strategies for company culture, employee benefits, training & development, etc. We would like to hear about the organisational changes you have implemented so far.

We are in a digital transformation era. Today, technology is one of the most crucial factors in gaining efficiency and increasing productivity.

It took significant efforts to collaborate with businesses to help them adapt and advise on responding to changes while keeping growth and development objectives in line.

The year of great resignations and virtual working presented challenges, but we were able to reduce attrition by 70%, increase employee satisfaction year over year, and penetrate more with our learning and development efforts to ensure retention and deep-level penetration. We enabled the behavioural competencies plug-in and TNI to create specific virtual/eLearning training specifically designed for programs such as a leadership development center, a comprehensive 3-5-month training program for managers, and various short programs for individual contributors. These continuous and consistent programs helped us reach our true potential.

We tried building a culture of appreciation with many reward and appreciation programs, new benefits, best industry practices, and even more by introducing many tools like new HRMS systems with super easy UIs, learning and development platforms, and many more.

? What are some of the challenges you face in managing regulatory compliance?

Globally today India has become a success story, be it be numbers of unicorns created in the last 5 years or it be growth of businesses. We can all agree that regulatory compliance have now become simpler than what they were in the past, whether as a result of the digital revolution or legislative efforts, but they are easier compared to five years ago. I believe the speed of reforms also need to increased to keep pace with development.

All organisations continue to have a consultant, advisor, or another support person who can help them understand what they need to do to become or maintain compliance. We need more transparency and must simplify the task. Businesses today want to do the right thing, but only if they understand what is required of them.

? How do you leverage AI, ML, automation, and other emerging technologies in your operations?

Currently, the ongoing development of emerging technology has a significant impact on business transformation. This route is expanding daily, and its development has an impact on the business ecosystem in terms of wants and expectations considering real-time interaction like chatbots, and an easy and quick user interface. With tailored options like automated dashboards, chatbots, and numerous applications, we can succeed in establishing authentic employee or customer experiences by leveraging new technologies.

All of these provide great help to speed up the processes and achieve the desired results. Our core conviction is that if a task has been performed in the same way a certain number of times, a person should not be executing it; it should be replaced by technology. Although at first it might not appear to be cost-effective, technology adoption will eventually help employees and organisations be more effective.

? What is your success mantra?

I live by three mantras:

First, Hard work is the only shortcut to success; fail, learn, and redo. Keep trying.

Second, there are no shortcuts to learning and gaining life experiences. The sooner we realize this, the faster we will reach our goals. I have also faced my share of failures. In fact, I've failed more often than I've succeeded, but the key to is to avoid making the same error twice. Keep hustling!

Finally, be humble and give people opportunities. More often than not, they will blow your mind away.

? Every leader has a legacy they wish to be remembered for. What is yours?

I am a builder and would want to be remembered as a builder, building organisations, culture and creating value for customers & shareholders. Also, in the process assisting teams, and co-workers to achieve their goals. ♦