

Innovative and Unconventional HR Policies and Practices

Innovative and unconventional HR policies, procedures and practices, many a time bring huge profits to organizations.

Netflix, an American provider of on-demand Internet streaming, moving from traditional to innovative and unconventional and common sense based HR policies, procedures and practices could emerge successful. In 2013, its stocks tripled, won three Emmy awards and its subscribers' base grew to 29 million. The success story of Netflix speaks volumes about the company's HR policies and practices.

Innovative HR Policies and Practices adopted by Netflix

- Relying on logic and commonsense rather than on formal policies of hiring people who put company's interests on top
- Instead of writing and enforcing HR policies, adopting adult like behavior, where open discussions take place between bosses, colleagues and subordinates
- where employees show responsible behavior by saving money for the company- for instance, employees themselves book their own travel tickets instead of relying on travel agents; responsible spending on restaurants and buying gadgets required for the company
- Telling truth on performance reviews- and adopting face to face informal 360 degree reviews, and having honest conversations by telling employees where they fit in
- Hiring people with right skills- for instance for storing massive volumes of files in DVDs, people with experience in cloud technology are required
- Instead of offering annual bonuses, paying market-based compensation
- Offering equity compensation rather than stock options
- Making no special retention strategies as holding people who is not interested in the company is no good HR policy
- Maintaining punctuality and never delaying meetings
- Managing expenses logically
- Opening bank accounts for hourly workers also
- Building great teams as great teams accomplish great work and making every employee understand high performance work culture.

By adopting good HR policies Netflix could emerge successful.

HR policies and practices are guidelines for management on how to treat and motivate employees for high performance. Good HR policies keep the workforce satisfied and enhance employee morale and organizational productivity.

Source: McCord, P. 2014, "How Netflix reinvented HR", **Harvard Business Review**, January/February, pp 70-76.
Available online at: <https://hbr.org/2014/01/how-netflix-reinvented-hr>