



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit V - EMPLOYEE COACHING & COUNSELING

Topic - Employee Counseling



COUNSELING

DEFINITION:

“ Counseling is a face-to-face relationship in which growth takes place in the counselor as well as the counselee”.

“ Counseling is a process in which the counselor assists the counselee to make interpretations of facts relating to a choice, plan or adjustment which he needs to make”.



CHARACTERISTICS

- ▶ Mutual trust and confidence
- ▶ Consensus on the purpose
- ▶ Goal focused
- ▶ Learning-oriented process
- ▶ Involves confrontation
- ▶ Time-consuming and continuous process
- ▶ Time-bound, purposeful and professional relationship
- ▶ Authority of the counselor
- ▶ Deals with wellness, personal growth, career and extreme concerns
- ▶ Theoretical
- ▶ Developmental or intervening process
- ▶ Effective HR tool.



PRE PROMOTIONAL NEEDS

- ▶ Stress
- ▶ Pre-promotional needs
- ▶ Before disciplinary action
- ▶ Handling mid-career crisis
- ▶ Pre-retirement



OBJECTIVES OF COUNSELLING

- ▶ To bring change in behaviour
- ▶ To maintain better relationships.
- ▶ To enhance awareness
- ▶ To ensure effective decision-making
- ▶ To maintain client's strength
- ▶ To promote de-stressing
- ▶ To enhance coping skills.



HR's role in Counseling

- Need for counseling can be identified by HR as well as supervisor.
- HR discusses the issue with the relevant supervisor and continuously ask for feedback
- Discuss and agree a plan of action with supervisor.
- Schedule and jointly conduct the counseling session
- Conclude the counseling session with warning (if required)
- Follow-up the action plan and feedback to the supervisor
- Monitor developments



RECAP

QUESTIONS???

THANK YOU