

# PEOPLE FOCUS NEWSLETTER



## NEW COUNCIL SIGNS IN

### IN THIS ISSUE

AGM  
HIGHLIGHTS  
AND PICTORIAL

PROFESSIONAL  
DEVELOPMENT  
CALENDER 2024

ARTIFICIAL  
INTELLIGENCE  
IN HR MANAGEMENT

RENEW YOUR  
MEMBERSHIP  
TODAY

# EDITOR IN CHIEF



**G**reetings Esteemed Reader,  
I take this opportunity to thank you for taking time off your busy schedules to read our Quarter One 2024 newsletter. As you already know there was a face and faces behind this newsletter under the editorial team, that worked tirelessly to bring you the latest updates round and about our profession. That team was led by Ms. Moureen Nakimuli with great contribution from the entire Governing Council. **Gratitude!**

In the same heartbeat as I take on this wonderful responsibility to lead full steam ahead, I equally want to extend my gratitude to you for the trust and wonderful opportunity you have given me to serve.

As we get this dice rolling, I believe your industry experience is already undeniable evidence that in our roles as HR professionals, we are not merely stakeholders; we are architects of change, guardians of culture, and champions of the workforce. Our responsibilities extend far beyond the realms of traditional job descriptions, as we navigate the complexities of talent acquisition, retention, and development in an increasingly dynamic global environment.

This newsletter serves as a testament to our collective commitment to excellence in HR practices. Within its pages, you will find coverage about our recently concluded leadership transition, achievements of the previous leadership, insightful articles, best practices, and thought-provoking perspectives that aim to inspire and empower you in your daily endeavors.

As we continue to adapt to new challenges and opportunities, let us remain steadfast in our dedication to fostering inclusive workplaces, nurturing talent, and driving organizational success. Together, we can shape the future of work and create environments where individuals thrive and organizations flourish.

I encourage you to actively engage with the content shared in this newsletter, share feedback and to seize every opportunity to collaborate, learn, and grow within our vibrant HR community.

Warm regards,

**Waswa Moses - Director Public Relations and Marketing**

Editorial Team: Ronald Bbosa | Shamim Walusimbi | Moureen Nakimuli | Andrew Kawesa Ssebwalunnya | Juliet Mpiima | Joseph Rwabutomize | Leticia Iguma

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If you would like your article to be featured in the next edition, please send it through email to [connect@hrmau.org.ug](mailto:connect@hrmau.org.ug) with the subject

**Disclaimer:** This publication is a quarterly newsletter intended for our members and stakeholders.

## MESSAGE FROM

# THE PRESIDENT



Dear members,  
On my behalf and the outgoing council, I take this opportunity to appreciate you for trusting us to lead you over the past two years. Together we have been able to make a difference in the HR Profession. Last year during the East Africa HR Symposium 2023, under the theme “**Navigating the Future of Work in a BANI Work Space**,” we were able to foster collaboration, share insights, and explore innovative HR practices to meet the evolving challenges of the dynamic business environment and changing workplace in East Africa and beyond.

I am glad to say that our professional development calendar continues to be a great tool that we shall use to grow our skills across the vast spheres of influence that we need to make a mark. I thank you for joining the association and continuously renewing to be part of this team of professionals. To the students, this is a growth opportunity that you need to embrace and use to advance your careers. To the seniors, we appreciate your mentorship and leadership and trust that you will continue to support us advance the HRMAU Agenda.

As a council we shall not tire to pursue stakeholder engagement as it serves as channel to different achievements that our members require.

Our membership continues to grow and so does the need to embrace technology, artificial intelligence, human relations and so we will endeavor to serve, work and have fun while at it.

This year HRMAU will celebrate its 25th anniversary and this provides a great opportunity for us to network, learn, unlearn, collaborate and advance our agenda as Human Resource professionals. I invite us to be part of this historic celebration.

I look forward to meeting you at the upcoming Labour and Employment Law Conference 2024 under the theme; “**Navigating the Evolving Landscape of Employment Law**” to be held at Mestil Hotel Kampala from 23rd 24th May 2024.

I thank the outgoing council for their support and welcome the new council as we start on yet another exciting and fulfilling leadership journey.

We commit to serve you with dignity, professionalism, innovation and excellence.

I thank you

Ronald Bbosa - President

# COUNCIL UPDATES

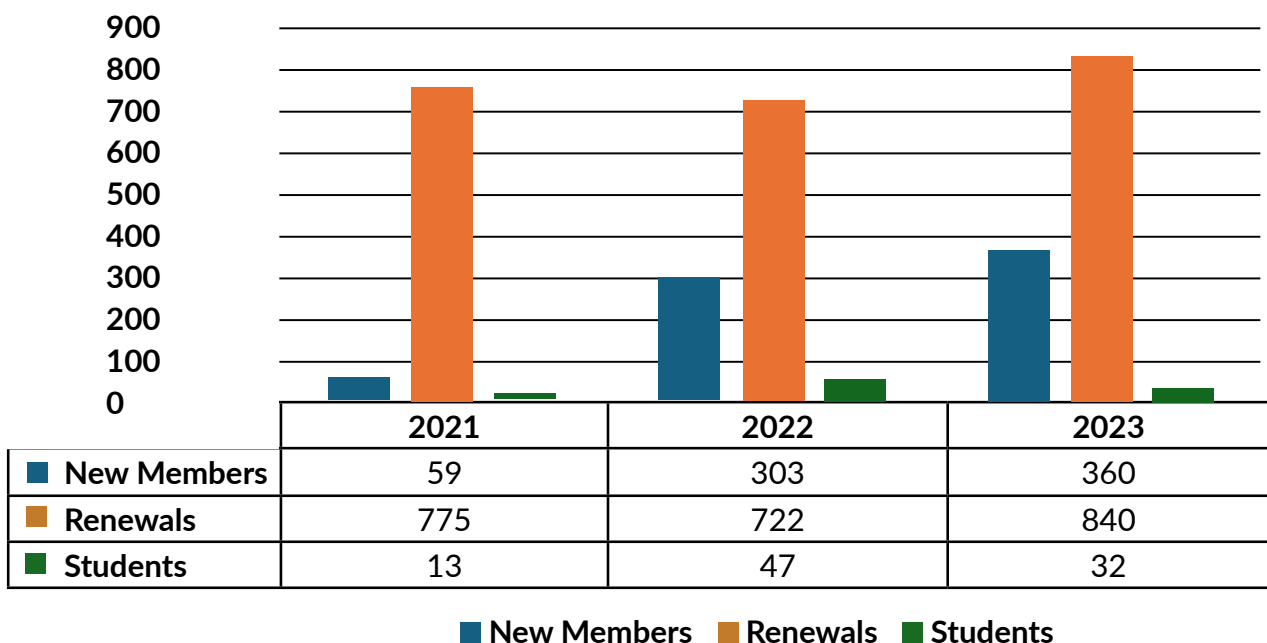
## AGM HIGHLIGHTS

This year's Annual General Meeting was a hybrid event held on 28th March 2024 at the Golf course hotel. The President during his address shared the achievements the outgoing council was able to achieve as follows;

### a) Membership Growth

During the last three years we are happy to report growth in membership including new members, renewals and students. We invite our members to encourage more professionals to join the association to foster more growth.

### Membership: Last 3 Years



## b) Enabling Law

We have been able to work on the following as far as enabling law is concerned;

- The Human Resource Management Professionals Bill 2023
- Bill Consultations held in Quarter 3 and 4 of 2023.

This year we plan to continue the engagements as follows;

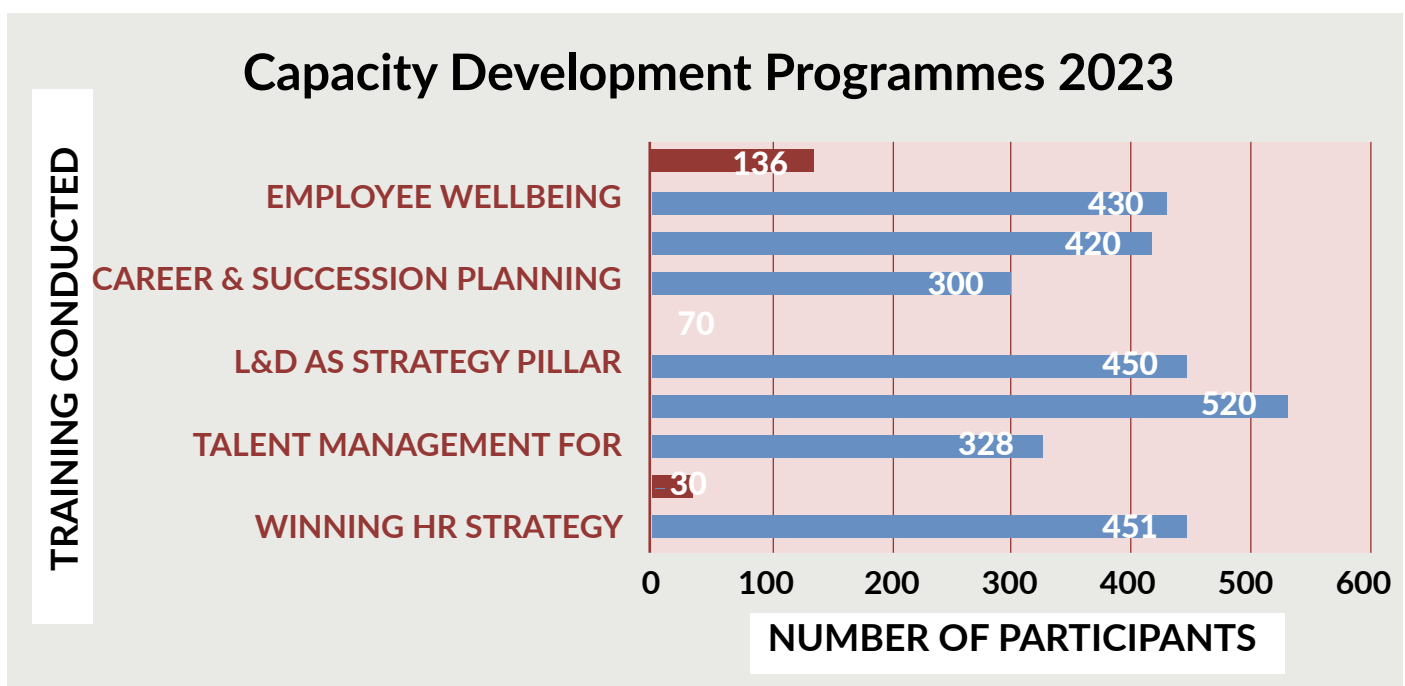
- Meeting with Members of Parliament as key stakeholders is planned for 2024.
- The 1st and 2nd reading of the Bill is expected in the course of 2024

## c) Member's Professional Development

Our professional development programs are delivered by a team of experienced presenters, analysts and panelists that provide insights and growth aspects to aid our members in their professional development and networks. Time and effort is devoted to ensure maximum benefits to our members.

With your support, we were able to serve over 1,000 members that participated in our programmes last year.

The graph below shows the performance for the Capacity development programmes in 2023.



## d) Strategic Partnerships

We had deliberate efforts to reach out to prospective partners. We signed contracts and worked with organizations including Rise and Learn, Makerere University, Mercer, Uganda Christian University for HR and strategic aspects of growth that can propel our association and members forward.

We continue to coordinate with public entity partners, Federation of Uganda Employers and other private partnerships to strengthen our reach and impact. This year we shall consolidate the

achievements of 2023 and continue building more meaningful partnerships for our members.

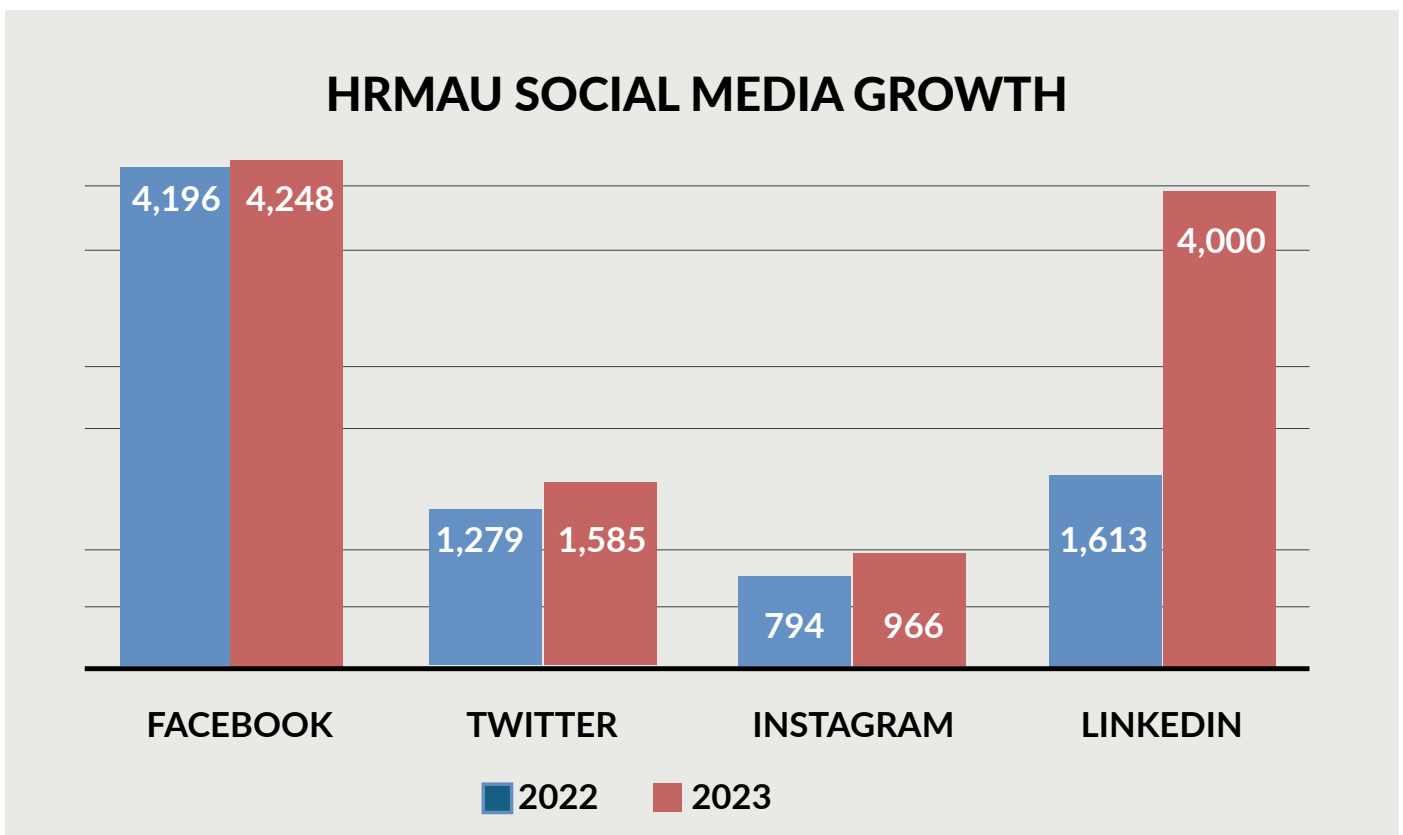
### e) Operational Excellence

The council will continue to pursue excellence and build on achievements made from set standard operating procedures, program implementation and use of strategy retreats to enforce performance.

We are grateful to our members for participating in all scheduled activities last year including the Sports Gala, HR Reveal Awards, the East Africa HR Symposium and the HRM Professionals bill consultations among others.

### f) Our Digital Footprint

We thank you for engaging with us through our various social media platforms.



## OUTLOOK 2024

1. Execute the Labour and Employment Law conference in May 2024.
2. Pursue the “HRM Professionals bill 2023” for the 1st & 2nd reading.
3. Execute Professional Development Programs for Members.
4. Strengthen stakeholder engagement.
5. Implement member engagement activities.
6. Convene 1st Annual HR Conference 2024 as a Launch activity for HRMAU @ 25 years.
7. Hold 2nd HR practitioner’s Sports Gala.

# AGM AND SWEARING IN PICTORIAL



*HRMAU Presidents Emeritus Patrick Ngolobe and Moses Mbubi share a light moment with Eva Lubowa, Head of HR PPDA*



*Members dance to election Victory*





*Hon. Margaret Rwabushaija, the Workers Member of Parliament makes her remarks*



*Hon. Esther Anyakun, the State Minister for Labour Gender, and Social Development makes her remarks*



*Outgoing Council with Awards*



*Appreciating the Electoral Committee*



*Cake cutting moment*

# New Council



*New President swears in*



*New Secretary General swears in*



*President Ronald Bbosa gives his inaugural speech*



*President Emeritus Abdul Kikuuka hands over a service award to HRMAU President, Ronald Bbosa*



*Photo moment: Joseph, Maureen, Stellah, and President Ronald Bbosa*



*Light moment after swearing in*



# APPRECIATION TO THE GOVERNING COUNCIL 2022 – 2024



"Congratulations on your well-deserved Awards of Service, we are abundantly grateful to you for two incredible years of dedicated service to the HRMAU Body! Your leadership has been the cornerstone of our success. We recognize that some members have been re-elected, we appreciate your commitment to serving the HR Community. We wish all the outgoing GC members the best and hope to continue working, networking and learning from you."



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# Six Years of Development: A Journey Through Leadership

Shamim N. Walusimbi

## Introduction: A Promise Kept

Six years ago, I embarked on a transformative journey with HRMAU, a journey that is intertwined with my personal and professional identity. They say you cannot see the true beauty of a painting if you're in the frame, so reflecting back is much like viewing a majestic painting from a distance. As clear as day, I can now see each contribution I made as a stroke on a canvas that's still evolving. This journey has not only shaped the professional landscape of HR in Uganda but has also significantly molded me.

## Initial Struggles and the Spark of Inspiration

I attribute my resolve to take on leadership as a growth opportunity accorded me by the Late Maama Norah, a compassionate Malaysian serving as the Ugandan Consul in Malaysia that provided me with a life-changing scholarship for a Master's degree in HRM. I deeply appreciate the growth I attained while studying in Malaysia for seven years.

## Finding My Place: HRMAU's Impact

My first encounter with HRMAU was during the Annual General Meeting in 2017, under the leadership of President Emeritus Patrick Ngolobe.

Witnessing the assembly of HR professionals and understanding the association's mission filled me with a sense of purpose and belonging. Inspired, I joined HRMAU, and soon after, I landed my first HR role with NFT Consult, thanks to networking within the association. I have since worked in two other HR Consultancies; Q-Sourcing and Aldelia, where I presently work as a Global Recruitment Consultant.

## Growth and Opportunities

Volunteering at HRMAU became a doorway to opportunities. My active involvement caught the attention of Julianna Kayaga, then PR Director, who introduced me to pivotal HR platforms and networks. I am thankful for the opportunity to contribute meaningfully in resource mobilization for the 2nd Edition of HR Reveal Awards despite personal initial fear of exclusion due to costs. This experience cemented my resolve to pursue leadership within HRMAU.

## Leadership Ascent: From Committee Member to Director of Public Relations

I am glad to have served as committee member under the mentorship of Juliet Mpiima who I later succeeded as Director PR. We were able to grow our leadership skills during the tough Covid 19 season learning to utilize different tools online that enabled us serve members better.

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## Vice Presidency and Legislative Advocacy

My last assignment has been serving as Vice President to President Ronald K. Bbosa. During my two-year tenure, I strived to propel the team's efforts to standardize the profession through advocacy around the HR Bill, which was courageously presented in draft form on the floor of parliament by Hon. Margaret Rwabushaija Namubiru, the Workers' MP in the Parliament of Uganda, who requested for leave of absence in order to coordinate consultations along with the HRMAU team.

## Contributions and Innovations

Over the past six years, I am proud to have contributed to the setup of projects that aim to strengthen financial independence, social connectivity, and leadership capacities of HR professionals in Uganda. My contribution is highlighted under the following projects;

- a) HRM SACCO which promotes financial independence for HR professionals.
- b) The HR Fun house that was created to promote social networking opportunities and stronger bonds amongst the HR professionals.
- c) The birthing of the Girls for Girls HR Cohort, which recognizes the disparity in leadership opportunities for women in Uganda.
- d) Spearheading the 4th Girls for Girls HR Cohort and leading the 5th cohort that is starting soon.

## Reflections and Future Aspirations

As I reflect on my journey, I am reminded of John Maxwell's Insight in Leadership Gold: ***"The greatest return comes when you invest in people."***

It's been an honor serving the HRMAU community. I will continue to serve and share more experiences through my upcoming memoir and purpose-led mentorship program in Uganda designed to cultivate leadership skills and ethical grounding in professionals.

## Conclusion: A Continued Commitment

From the abyss of uncertainty to the peaks of leadership roles, each step has been a learning curve, building resilience and adapting mindsets. The HR profession, indeed, holds the power to harness potential and drive transformative change. As I continue to serve, my commitment remains steadfast—to inspire, guide, and uplift, fulfilling the legacy of those that have served before me who believed in the promise of growth and impact.

## Looking to the Future

With HRMAU celebrating 25 years, I am reminded of our shared achievements and the road ahead. I am committed to nurture the next generation of HR leaders while leveraging on advancements in technology to advocate for policies that empower all professionals to lead and excel. Together, we shall continue to be intentional and strive onwards and upwards, shaping a brighter future for all HR professionals.



# WELCOME ON-BOARD

**New Governing Council 2024 - 2026**

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Milestones and HR Prosperity.”



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# MEET THE NEW GOVERNING COUNCIL 2024

Human Resource  
Managers' Association of  
Uganda



## CONGRATULATIONS

TO THE NEW HRMAU GOVERNING COUNCIL 2024-2026



**RONALD KIBUUKA BBOSA**  
PRESIDENT



**ESTHER REGINA NAMPLIJA**  
VICE PRESIDENT



**LETICIA IGUMA**  
SECRETARY GENERAL



**JOYCE NAKALEMA**  
DIRECTOR FINANCE



**ANDREW  
KAIWESA SSEBIWALUNNYO**  
DIRECTOR PROFESSIONAL DEVELOPMENT



**WASWA MOSES**  
DIRECTOR PR & MARKETING



**EMMANUEL OTIH**  
DIRECTOR PROGRAMS

### COMMITTEE MEMBERS



**DANIEL K TUGUME**



**INNOCENT DAWA**



**JOSEPH RWABUTOMIZE**



**ANGEL AYEBAZIBWE**  
STUDENT'S REPRESENTATIVE

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# LABOUR AND EMPLOYMENT LAW CONFERENCE 2024

## LABOUR & EMPLOYMENT LAW CONFERENCE 2024

### THEME:

“Navigating the Evolving  
Landscape of Employment Law”

**23<sup>rd</sup> - 24<sup>th</sup> May 2024**

MESTIL HOTEL,  
KAMPALA

**FEE: UGX 1,000,000**



Registration link:  
<https://forms.gle/1hKbP5SRvDWcbePB9>

### Payment account details:

Bank name: **ABSA Bank Uganda**  
A/c number: **0341158087**  
A/c Name: **Human Resource Managers  
Association**

**-10 CLE Points** from UCLF for lawyers  
**-10%** reduction for organizations sending  
more than 5 members to attend.

Human Resource  
Managers' Association of  
Uganda



R.S.V.P

Martha Kirabo - Signum Advocates - 256 773 542457  
Brian Musisi - HRMAU - +256 702 371 021

# PROFESSIONAL DEVELOPMENT

Human Resource  
Managers' Association of  
Uganda



## CALENDAR 2024

TRAINING PROGRAM	DATES OF TRAINING	COST	FORMAT
Designing high impact HR Interventions for Organisational Success	31st January	Free	Completed
HR Board Reporting (Preparing a cutting-edge report & Secure a seat at the table)	15th February	Free	Completed
Annual General Meeting	28th March	Free	Completed
Swearing In and Handover	12th April	Free	Completed
Labour Day Theme: Social Justice, Decent Work for All	1st May		
Finance for HR Leaders (Positioning as a Business partner with a finance edge)	09th May 2024	Free	Online
International HR Day Theme: Shaping the New Future-(Uganda, EA context)	20th May		
Labor Law Conference (Mastering the different Employee separation processes in a changing workspace)	23th-24th May	Paid	Physical
Emotional intelligence (A core competence for successful leadership)	07th June	Free	Online
HR Analytics	17th-21st June	Paid	Physical
Corporate Governance for HR leaders (What you need to learn for your career growth)	04th July	Free	Online
HRBP Certification	22nd -26th July	Paid	Physical
Performance management- (Building a purposeful performance Mgt culture for organization Transformation)	1st August	Free	Online
2nd Edition of HR Sports Gala	31st Aug	Free	Physical
HR for non-HR Managers-(Enabling line managers to approach their people management responsibilities with confidence)	19th Sept	Paid	Physical
Total Rewards (Creating a comprehensive EVP that attracts & and retains top talent)	3rd October	Free	Online
HR Digitalization/Technology (How to embrace technology for successful people strategies)	24th Oct	Free	Online
First Annual HR Conference & HR Reveal	27th, 28th & 29th Nov	Paid	Physical

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## Unlocking the Power of People: A Focus on Human Capital

Deborah Edem-Maitum

In today's fast-paced and ever-changing world, organizations are increasingly recognizing that their most valuable asset is their people. As businesses strive for innovation, growth, and sustainability, the spotlight is shifting towards investing in human capital - nurturing talent, fostering diversity, and promoting a culture of inclusion. My encouragement therefore to all HR professionals is that we need to delve into the significance of a people-focused approach and explore how it drives success in the modern workplace.

With all the different changes and disruptions,

stressful work environments, the pursuit of happiness may seem like a lofty ideal. However, research in positive psychology has shown that cultivating happiness not only improves individual well-being but also enhances productivity, creativity, and overall job satisfaction.

The Drivers of Business Success at the heart of every organization are its people - their skills, creativity, and dedication that support to fuel the engine of innovation and progress. Research consistently shows that businesses with engaged and empowered employees outperform their competitors, demonstrating higher productivity,

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profitability, and customer satisfaction. By prioritizing the well-being and development of their workforce, companies can unlock the full potential of their human capital and achieve sustainable growth.

As we realize a lot of disruption across organizations, Diversity and inclusion have become integral pillars of organizational success, driving innovation, and fostering resilience. By embracing diverse perspectives, backgrounds, and experiences, companies can tap into a wealth of ideas and insights, enriching decision-making and problem-solving. Creating a culture where every voice is heard and valued not only boosts employee morale and loyalty but also enhances the organization's reputation as an employer of choice. Organizations that are redefining the workplace and empowering employees to thrive in a digital world are reaping more benefits and they strive to focus on the key asset that is PEOPLE

### **Empowering Through Leadership and Development**

Effective leadership is essential in cultivating a people-focused culture and unlocking the potential of employees. Leaders who prioritize communication, empathy, and mentorship create a supportive environment where individuals can thrive and grow. By investing in leadership development programs and promoting a coaching mindset, organizations can empower their managers to inspire, motivate, and develop their teams, driving both individual and collective success. Leaders who prioritize compassion create more inclusive, supportive, and high-performing teams.

### **Nurturing Talent for the Future**

In an era of rapid technological advancement and digital transformation, the skills landscape is evolving at an unprecedented pace. To remain competitive, organizations must invest in continuous learning and skill development, equipping their workforce with the tools and knowledge needed to adapt and innovate. By fostering a culture of lifelong learning and providing access to training and development opportunities, companies can future-proof their talent pipeline and stay ahead of the curve.

### **Putting People First**

As we navigate the complexities of the modern business landscape, one thing remains clear - people are the driving force behind success. By prioritizing human capital and fostering a people-focused culture, organizations can unleash innovation, drive growth, and create a positive impact on society. Let us embrace the power of people and work together to build a brighter future for all. This will support us to have clear focus and strategise into nurturing talent, fostering inclusion, and empowering leaders.



# Unlocking the Strategic Potential: Artificial Intelligence in Human Resource Management

**Kafiire Joel MBA, CHRBP,  
Senior Human Resource Business  
Partner -TrueNorth Consult Ltd**

In the rapidly evolving landscape of Human Resource Management (HRM), artificial intelligence (AI) emerges as a game-changer, revolutionizing traditional practices and empowering organizations with data-driven insights and streamlined processes hence enabling them to attain a competitive advantage. The strategic impact of AI in HRM extends far beyond mere automation; it reshapes recruitment, talent management, employee engagement, and decision-making processes, fostering a more efficient, inclusive, and agile workforce.

## **Recruitment and Talent Acquisition:**

AI-driven tools have revolutionized the recruitment process by enhancing candidate sourcing, screening, and selection. Automated systems analyze vast pools of data to identify top talent, predict candidate success, and ensure unbiased decision-making. By leveraging machine learning algorithms, recruiters can identify patterns in candidate attributes and match them with job requirements, leading to more precise and efficient hiring processes. Additionally, AI-powered chatbots and virtual assistants streamline candidate communication, providing real-time support and improving the overall candidate experience.

## **Talent Management and Development:**

AI plays a pivotal role in talent management and development, offering personalized learning experiences and career development opportunities. By analyzing employee performance data, AI systems can identify skill gaps, recommend relevant training programs, and track individual progress. Moreover, AI-powered coaching platforms provide continuous feedback and guidance, empowering employees to enhance their skills and achieve their full potential. Through predictive analytics, HR professionals can anticipate turnover risks, identify high-potential employees, and implement targeted retention strategies, ensuring a resilient and engaged workforce.

## **Employee Engagement and Well-being:**

AI-driven solutions contribute to fostering a culture of employee engagement and well-being by providing insights into workforce sentiment and facilitating proactive interventions. Sentiment analysis tools analyze employee feedback, social media posts, and communication patterns to gauge morale and identify areas of concern. Moreover, AI-powered wellness applications offer personalized recommendations for stress management, work-life balance, and mental health support, promoting employee well-being.

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and productivity. By leveraging natural language processing (NLP) techniques, HR departments can improve communication and collaboration within teams, fostering a culture of transparency and trust.

### **Strategic Decision-making:**

AI empowers HR leaders with data-driven insights to make strategic decisions that align with organizational goals and objectives. Predictive analytics models forecast workforce trends, identify potential risks, and inform strategic workforce planning initiatives. By analyzing demographic data, performance metrics, and market trends, AI systems enable HR professionals to anticipate future talent needs, optimize resource allocation, and drive organizational growth. Furthermore, AI-powered dashboards and reporting tools provide real-time visibility into key HR metrics, enabling stakeholders to monitor progress, track KPIs, and make informed decisions based on actionable insights.

### **Practical Applications:**

Numerous organizations have embraced AI in HRM to streamline processes, enhance efficiency, and drive innovation across various domains. For instance, multinational corporations like IBM leverage AI-powered chatbots for candidate screening and interview scheduling, reducing time-to-hire and improving the candidate experience. Similarly, companies like True North Consult (HR Consultancy Firm) utilize AI-driven analytics platforms to identify high-potential employees and tailor development programs to individual needs, fostering talent retention and succession planning. Furthermore, startups like Culture Amp leverage AI algorithms to analyze employee feedback and sentiment, enabling organizations to enhance employee engagement and drive cultural transformation initiatives effectively.

In conclusion, by harnessing the power of AI-driven solutions, HR professionals can unlock new opportunities, drive innovation, experience increased productivity, improved efficiency, and minimization of Human Resource operational costs and create a future-ready workforce poised for success hence attaining a competitive advantage.

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# Transforming the Candidate Experience in Recruitment

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Juliet Nassanga Musasizi

In the ever-evolving landscape of talent acquisition, creating a positive candidate experience is no longer just a nicety, it's a strategic imperative. As HR professionals, we play an important role in shaping the perception of our organizations as we attract top talent. One crucial aspect of this is ensuring that every candidate who interacts with the organisation in the hiring process leaves with a positive impression, regardless of the outcome of their application.

Looking back on my early experiences in the professional world, I vividly remember a specific interview process. Scheduled for 10:00am, I found myself waiting until 03:00pm to finally meet the interview panel. Despite my initial enthusiasm, the prolonged delay tested my patience and dampened my spirits. It's no secret that the way candidates are treated during the hiring process often mirrors the way they will be treated after being hired. It is important for us as HR professionals to prioritize respect, communication, and efficiency throughout the entire recruitment journey.

So, how can we do better to enhance the candidate experience? Here are some key strategies:

- **Preparation and Training**

Hiring managers/interviewers serve as ambassadors of the company's employer brand. Their conduct during interviews reflects the organization's values and culture. Therefore, it's crucial to prepare them to embody the company's brand identity in every interaction with candidates. It's important that they are prepared to conduct effective and respectful interviews, ensuring effective evaluation of candidates on the same criteria and benchmarks.

They need to familiarise themselves with the candidates' resumes, understanding the role and its requirements, and adhering to best practices in interviewing. From asking relevant questions to actively listening to the candidate's responses. I have personally encountered a situation in an interview where I was asked the same question repeatedly by different panelists.

Well-prepared hiring managers are better equipped to assess candidates' qualifications, competencies, and cultural fit. They can extract valuable insights from candidates' responses, leading to more informed hiring decisions and minimizing the risk of misjudgment.



- **Clear Communication**

From the initial application to the final decision, candidates appreciate knowing what to expect and how their journey will unfold. Job interviews can be stressful for candidates, especially when they are unsure about what to expect. Clear communication alleviates anxiety by providing candidates with a roadmap of the interview process. Armed with clear instructions and information, they feel empowered to navigate the interview process confidently. Detailed timelines, interview formats, and preparation materials enable candidates to put their best foot forward and showcase their abilities effectively.

It also ensures that both candidates and interviewers have a shared understanding of the interview process and expectations. This alignment minimizes misunderstandings and discrepancies, leading to more productive and meaningful interactions during the interview.

- **Respect for Time**

Value candidates' time by sticking to the scheduled interview duration and avoid unnecessary delays. Candidates lead busy lives, juggling professional responsibilities, personal obligations, and other commitments. Respecting their time demonstrates that the organization values and appreciates the candidate's availability, setting a positive tone for the entire interaction.

Additionally, adhering to scheduled interview durations ensures that the process remains efficient and effective. Interviewers get to cover essential topics without pressure to complete, maximizing productivity for both parties.

Respect for time also reflects the broader values and priorities of the organization. It sends a clear message about the company's commitment to professionalism, efficiency,

and consideration for others, both internally and externally.

- **Encouraging Dialogue**

Create an environment where candidates feel comfortable asking questions about the company, role, team, and culture. This two-way dialogue empowers candidates to make informed decisions about their suitability for the role and the organization. It's essential to remember that the interaction is mutually beneficial. While we assess the candidate qualifications, skills, and cultural fit for our organization, candidates are also evaluating us to determine if we are their best fit.

Candidates who feel heard, respected, and valued during the interview process are more likely to develop a positive perception of the organization and its representatives, which can influence their decision to accept a job offer.

- **Timely Communication**

Respond promptly to candidates' inquiries and provide updates on the status of their application. When applicants don't receive timely responses or updates, they may feel neglected or undervalued, leading them to lose interest in the role or the organization altogether. On the other hand, regular communication keeps candidates engaged and informed, helps manage candidates' expectations and reduces uncertainty during the hiring process fostering a positive candidate experience and increasing the likelihood of successful hires.

From personal experience I underwent an initial interview with a certain employer at the beginning of January 2023 and was subsequently invited for a second interview in June 2023, without any communication regarding progress in between. Despite reaching out via email to inquire about the status of the process during the period from January to May, I received no response.

Whether it's a confirmation of receipt of their application, an update on the progress of the selection process, or a final decision, candidates appreciate being kept in the loop. Even if the process takes longer than expected, regular communication helps candidates feel informed and reassured, mitigating frustration and dissatisfaction.

- **Constructive Feedback**

Providing constructive feedback to candidates, regardless of the outcome of their application transforms the candidate experience from transactional to relational. It fosters trust, transparency, and mutual respect, creating a positive impression of your organization. It further helps candidates understand their strengths and areas for improvement, demonstrating respect for their efforts and investment in the process..

In recent times, there has been a surge in LinkedIn rants and social media outcry regarding the lack of feedback from organizations, even after candidates have invested time and effort in multiple interview rounds. As HR professionals, we have a responsibility to change this narrative and set a new standard for candidate engagement.

- **Feedback Collection**

Regularly collect feedback from candidates about their interview experience. This feedback can highlight pain points or areas of frustration in the interview process. Whether it's unclear communication, technical issues during virtual interviews, or lengthy wait times between interview rounds, identifying these pain points is the first step toward addressing them and improving the overall candidate experience.

Further, making improvements based on candidate input strengthens the organization's reputation as an employer that values transparency, communication, and respect for candidates' time and experiences.

- **Personalization**

Address candidates by their names, it sends a powerful message that they are not just another name on a list but valued individuals with unique backgrounds and experiences. Whether it's referencing specific details from their resume or mentioning shared interests or experiences, personalized communication creates a more meaningful dialogue that resonates with candidates on a personal level.

This builds trust and rapport between candidates and the organization, laying the foundation for a positive relationship that can extend beyond the hiring process.

By applying the strategies above, we can transcend mere transactions and cultivate genuine connections with candidates. Recognizing their worth, honoring their time, and celebrating their unique contributions to our hiring processes.

Let's all commit to elevate the candidate experience, one meaningful interaction at a time as we strive to attract and retain top talent for our organizations.



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Associate: UGX100,000

**Renew**  
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