If Taylor asked you what strategic HR is, what would you tell her? Does The Weather Channel seem to be practicing strategic HR? Why or why not?
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Overview

The case study goes in depth to discuss talent management. Along with talent management, The Weather Channel discusses job analysis and the basis of job description.

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Key Stakeholders

- Cameron Clayton: CEO
- Jerald Dotson: Vice President of Business
- Domenic Venuto: General Manager of Consumer Products

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What job analysis tools would you suggest The Weather Channel use to supplement what it's doing now to analyze jobs?
- **Situational Interviewing**: Job related questions in any given situation.
- **Observation**: Implementing a mock situation and see how a candidate reacts
- **Position Analysis Questionnaire (PAQ)**: Questionnaire to measure job characteristics
- **Myer-Briggs Type Indicator (MBTI)**: Personality test
What role do you think job analysis plays in talent management at The Weather Channel? What role should it play?
Designed to:
- Attract
- Develop
- Motivate
- Retain employees

At The Weather Channel:
- Asking questions
- Make sure people know their roles
- Create job profiles

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How is human resources at The Weather Channel involved in job analysis?