

Guide: Prioritizing your *people* objectives

FIG 1. PEOPLE OBJECTIVES





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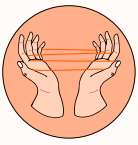
Map your strategy, navigate changes across the employee experience, and chart a path forward.

In today's unpredictable and competitive environment, it's critical to retain highly skilled individuals and keep them motivated. However, organizations facing limited resources are feeling pressure to reduce their HR budgets, making it even harder to take action on key initiatives.

In this guide, we'll break down four steps for identifying and prioritizing your people objectives, and share three examples of how to support, implement, and measure these initiatives at scale.

FIG 2. MAP YOUR STRATEGY





Why a focus on people initiatives is imperative

Your company culture determines how your organization will navigate the current economic climate, and a holistic employee experience strengthens that foundation.

To respond to economic fluctuations effectively, you must assess which people initiatives are likely to drive the most value with the least amount of expenditures.

Risks of inaction:

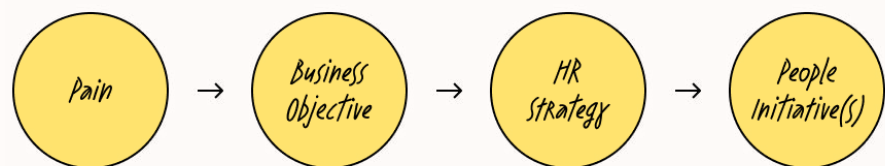
Engaged employees contribute <u>43%</u> more revenue than non-engaged employees	Employees are <u>11-36%</u> less likely to leave when they believe their manager has shown a genuine interest in developing their career
Employees are <u>13-30%</u> more likely to leave if there no action is taken following an engagement survey	Companies with a great employee experience see <u>25%</u> greater profitability

Source: Culture Amp data



Getting started: 4 steps to *identify* and *prioritize* your people objectives

Before you can make strategic decisions, you need to first understand what core business outcomes your business and financial leaders are willing to invest in and the tools you have to affect those objectives. From there, consider the pain points in the employee experience that could limit or improve the achievement of those objectives. Then, develop an HR strategy to solve those pain points.



1. Identify current pain points

Now that you understand the approach, the first step is to uncover key challenges within your current employee experience. Consider the following questions:

- What problems are managers and leaders calling out in meetings?
- Why are people leaving your company according to exit surveys and word of mouth?



- What challenges are your engagement, wellbeing, or inclusion surveys revealing?
- What are your exit surveys highlighting as reasons for turnover?
- Have your onboarding/exit surveys revealed any breaks in the recruitment and onboarding process?
- Where have you noticed friction in your performance or development processes?

2. Map pain points to business objectives

Once you're clear on your organization's primary pain points, it's time to align them with broader company goals. Without this alignment, your people initiatives will not gain the traction they need to make the maximum impact.

Leverage the following to design initiatives that support your organization's objectives:

- What metrics are your key stakeholders evaluated on?
- What objectives do your key stakeholders put forward for their plans?
- What are your key stakeholders most often praised or reprimanded for?
- What metrics do your peers or other leaders discuss with your key stakeholders?

3. Prioritize people initiatives

With a clear view of your organization's goals and key areas to address, you're in a position to select a few that are reasonably achievable. Start by coming up with a list of strategy and initiative ideas and then determine your priorities. Use the following questions to guide your thinking:

HR strategies

- How can employees contribute to the business objectives you've identified?
- What aspects of the pain points are in your control? Are they business necessities or just old habits that can be changed?
- What aspects of the pain points are not in your control? How can their impact be reduced? Can they be converted into opportunities?



- Which of these issues is likely to have the biggest impact on the business objectives?

HR initiatives

- What can HR do independently or in collaboration with other units to address the issues identified in your HR strategies?

4. Track progress toward objectives

Once you have decided where to focus your efforts, it's time to flesh out your plan for achieving your goals. You likely started mapping out initiatives in the previous steps, and now it's time to turn them into an actionable and measurable path forward.

Use the following questions to determine your success metrics:

- What metrics are used to measure the business objective?
- What metrics were used to identify the pain points?
- Do I expect the metrics to improve based on my HR strategy?
- Do I need to show improvement quickly to sustain investment?

Next, create a scorecard to track the progress of your initiatives:

- Brainstorm and create list of KPIs that you expect to see across your strategy initiatives
- On the scorecard, assign ownership to initiatives and metrics
- Determine the frequency and the source you will use to track each metric
- Establish current baseline

Still not sure where to start? Learn more about [Culture Amp's science-backed tools](#) to help you move the needle on key people initiatives.

Quick links:

- [Rebuilding engagement in times of change](#)
- [Driving impact and equity through performance management](#)
- [Putting culture first to overcome uncertainty](#)



Putting it into *practice*

With your people objectives identified, it's time to take action with Culture Amp's suite of human-first tools. Below, we're sharing a few topics that are top of mind for many of our partner companies right now, along with the solutions available to you for tackling these objectives and achieving your employee experience goals.

Let's dig deeper into three common people initiatives and break down how to approach them using the Culture Amp platform.

Initiative #1: Reduce turnover

Turnover can be one of the most costly workforce challenges. In fact, research by Culture Amp reveals that employees are **20-50% less likely to leave** if they agree or strongly agree with the statement: "My manager, or someone else, has communicated some clear actions based on recent employee survey results"

If improving retention is a key goal for your business, consider the following tools to guide your strategy:

- [Engagement surveys](#)
- [Onboarding](#) & [exit surveys](#)
- [Turnover forecast](#)

Initiative #2: Develop your employees

Learning and development have rapidly surfaced as a core driver of engagement and performance. Culture Amp research reveals that employees



who don't feel they have access to L&D opportunities are **41% more likely to leave**. However, with limited time and resources, embedding development into the employee experience can be challenging.

Here are a few resources to help you integrate L&D into the employee workflow:

- [Skills Coach](#)
- [Self-reflections](#)
- [1-on-1s](#)
- [Development planning](#)

Initiative #3: Measure individual performance fairly and equitably

[Performance management](#) is essential for employee engagement, as well as a key driver of business success. It cultivates an environment that motivates your employees to do their best work. Even the perception of inequity can hinder employee satisfaction, so it's critical to ensure your performance management process is fair and equitable.

Consider the following tools to help you take action:

- [Pulse survey](#)
- [Performance review bias awareness](#)
- [Calibrations](#)
- [Effectiveness survey](#)



Conclusion

Taking the time to map and prioritize your people strategy up front will support your team's success. As companies continue to adapt to a changing work landscape, Culture Amp is here to partner with people leaders to help make a measurable impact across the employee experience.

[Learn more](#)

“What we’re starting to see is that restaurant management teams with higher engagement scores also drive better bottom-line profit. We believe that’s through the people practices; employees show up because they care. When you recognize them, they recognize the guests differently, and that has a trickle-down effect.”



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