



1 serving



1 Year



Karen Ancira - 2022 HR Leadership Award Winner



RECIPES FOR SUCCESS

Ingredients

- 2 tbsp authenticity
- 1 cup passionate
- 2 tsp leadership
- 2 tbsp inspirational
- 1 tsp inclusiveness
- 2 cups organization transition
- 1 cup people champion

Method

1. Rename HR Department to People & Culture to strengthen company's People First initiative
2. Restructure organization into five teams with distinct objectives and strategies
3. Develop and launch social media campaign highlighting real employees telling real stories about why they love working at company
4. Secure marketing budget for an extensive multi-week national hiring campaign on social media,

Results

Ensured restaurant teams were set up for success, exuding the culture of the company for all team members and customers.

Social media campaign resulted in more than 18,000 applications and 72% increase in traffic on company's Career website.

Learn more : www.hrotoday.com/2023-hro-today-association-awards/