



**Business
Leaders:**
*People &
culture
strategy*



PROUD
CONSULTING

PEOPLE • PURPOSE • PERFORMANCE

The key to growth is your people

You have heard it time and again...

- People are no longer just 'resources'. They are investors of valuable time and effort into your business.
- Your strongest competitive advantage is the ability to attract and retain the right people.

But what you may not realise is...

You **DO NOT** need an extraordinary amount of time and resources to accelerate your business growth.

You just need the right people and culture strategy.





The Challenge

If you have an ambitious plan to grow your business, you may be faced with some common people challenges such as:

- How to recruit and retain the right people to create a diverse and adaptable workforce
- How to create an engaging culture which encourages both collaboration and high-performance
- How to support people's personal and career development goals
- How to delegate more so that you can step away from the day-to-day to focus on strategy and what lies ahead

Here's how you can tackle all of the above and more...

Build a comprehensive people & culture strategy

What is a people & culture strategy?

It provides a comprehensive approach for hiring, onboarding, and managing employees in a way that creates the culture you need in order to achieve your long-term business goals.

Why do you need a people & culture strategy?

Once you grow to 10+ people, you will need a people strategy which:

- Enables you to identify and recruit the right people into your business
- Prepares your employees to become the future leaders in your business
- Engages people and motivates their performance and development within your business



How can you implement a people & culture strategy?

Translate your business priorities into clear requirements for your people by answering some critical questions, such as:

1. **Where is my business heading in the next 3-5 years, and what skills and talent do I need?**
2. **What type of behaviours do I want to see?**
3. **What does high-performance look like for us?**

Build a comprehensive people & culture strategy

The employee life-cycle represents the various stages that employees go through within any business and should guide the design of your strategy:

1. ATTRACT

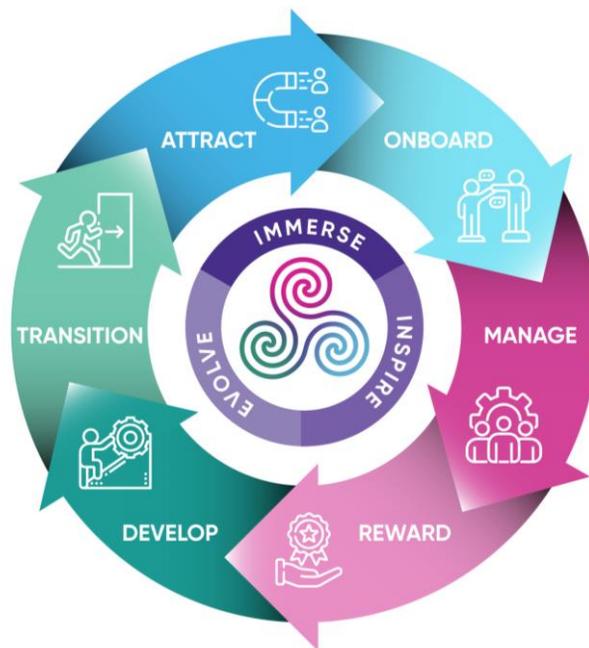
- Utilise your vision & values to attract people that are a good 'cultural fit'.
- Recruit against a capability framework to ensure you are sourcing the talent you need.

2. ONBOARD

- Provide people with the right tools and training to be effective straight away.
- Offer people appropriate peer support to facilitate cultural integration.

6. TRANSITION

- Act upon feedback and develop inclusion programmes to retain the talent you need.
- Create alumni networks to benefit from continued relationships with employees that move on.



3. MANAGE

- Review performance regularly and set clear goals and expectations for your people.
- Create an appraisal process that works, where feedback is well received and useful

5. DEVELOP

- Understand people's individual career and growth aspirations to provide meaningful development opportunities.
- Succession planning is key – develop capabilities with the future in mind.

4. REWARD

- Provide an attractive employee benefits package
- Offer non-monetary incentives – feedback and recognition are powerful tools at your disposal.

Adopt the habits of successful business owners...

The success of your people and culture strategy will also depend on the behaviours and actions of you as the business owner...

Empower an 'A-team' to help you

As a leader, it can be hard to relinquish control and trust others to get stuff done. However, you need to give your team the opportunity to step up and demonstrate what they are capable of. This will benefit both their personal development, and the business, giving you more time to focus on the future.

Use visible, consistent communication

Communicate a compelling vision for your business, and help your people understand the role they play in delivering it. Adopt a regular cadence of leadership-led communications to maintain employee engagement and build a strong culture.

Encourage leadership at all levels

Create an ethos which encourages leadership at all levels of your business, empowering people to make decisions and take ownership. Role model the types of behaviours you expect to see in others- as a leader, you need to be aware of your impact and influence and use it for good!

How can Proud Consulting help?



We bring a true understanding of your vision, purpose, and culture

Generic people solutions aren't easier or cheaper. They cost more in the long run since they don't reflect your business and are not working for you as real enablers of your vision.

We will work with you to create a people & culture strategy that:

- Supports your growth agenda
- Drives purpose and productivity
- Identifies your people's needs and ensures they feel confident about what they contribute
- Protects your company culture and retains the right talent to grow and outperform your competitors

Contact us today.

Real business growth occurs when
people, purpose and performance
are in sync...



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