



CASE STUDY

STRATEGY DEVELOPMENT



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Strategy development

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Ensuring that your reward strategy links to your organisation objectives is fundamental to ensuring that your pay and benefits are aligned to the business needs. Yet, less than 80% of organisations have an HR strategy, let alone link it to their reward approach.

Reward and recognition is a fundamental part of the employer contract and staff engagement can be driven or stopped by the wrong strategic approach. Getting staff engaged is about recognising their needs and wants and ensuring your employer value proposition (EVP) is set up to support this.

It is important to get this right for your business but delivering a strategy that aligns your reward with your corporate objectives and business goals needs commitment from within the business.

This case study shows how we worked with our client to ensure that they developed a strategy that meets their business goals.



THE CHALLENGE

The client organisation had decided it was time to implement a growth strategy that would transform their services.

However, they were not entirely sure how they could use their pay and benefits to support and drive the changes they needed.

They knew they wanted to improve their pay practices, develop a pay structure that supported their growth aspirations and put in place a benefits programme that enabled them to meet their recruitment and retention goals.

WHAT DID RRM LTD. DO?

We worked with the Director of HR and the Executive Team to identify the key elements for their reward strategy and link these elements to their vision, goals and corporate values.

KEY STEPS INCLUDED



- Discussing and reviewing the 5-year business plan.
- Identifying key changes required and how reward practices can support/drive them.
- Reviewing current reward practices and policies to check for alignment.
- Creating a draft strategy for final approval with the Executive team.
- Developing 3 options for pay structures.
- Developing a proposal for improving the benefits programme.
- Presenting the outcomes in a report and at a Board meeting.

WHAT WERE THE OUTCOMES?



- We were able to present a report that clearly linked the proposed HR Strategy to the organisation's needs.
- Linking elements to the cultural values illustrated that pay and reward can help drive behaviours and outcomes that staff can identify with.
- The Board were happy to approve proposals that demonstrated a clear understanding of the proposed plans for the future.
- The strategy and revised structures were implemented within a year.
- Feedback from all across the business was positive and helped the organisation improve its Investors in People rating.
- The organisation was able to present relevant supporting information to the team and discuss their position with a high degree of confidence and certainty.

A photograph of a man and a woman in an office. The man, on the left, has a beard and glasses, wearing a light blue button-down shirt. The woman, on the right, has long blonde hair and is also smiling, wearing a light blue button-down shirt. They appear to be working together at a desk.

GET IN TOUCH

We can help you create a motivated and competent workforce by designing and implementing a Reward Strategy that is aligned to your organisation strategy and will support your objectives. Contact us to find out more.

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