

# AIM FOR THE STARS

Become a High Performing Organisation  
With STAR Workplace  
Analytics & Engagement



## Unlock the Value of Your People to Drive Performance



Strategy

Understand how your business is performing. We work with you to really understand what your organisation is experiencing and what matters most now and in the future. We then **assess your strategic level of engagement and company performance** against a benchmark of 600 Australasian businesses to assist you to identify key areas for your business focus.



Culture

We have **identified the core employee and management culture drivers** for Australasian businesses. If you are going to improve your business performance you need to measure your culture against these Australasian benchmarks and ensure that you are in the high performing category. Businesses don't make decisions, people do - and culture is core to people making better business decisions all of the time.



Engagement

Our anonymous Employee Surveys use **research based and validated questioning to measure satisfaction in the workplace**. We produce results that managers and business owners can easily interpret and action, benchmarked to 600 Australasian businesses.



HR Framework

The **HRF101 National Standard : Human Resource Framework** identifies what Australasian businesses need to do to ensure the alignment and effectiveness of their HR processes with the needs of the business. Assessing businesses against the HR Framework identifies process gaps that can be prioritised and fixed.



Alignment

Engagement and satisfaction are not enough. Competitive advantages come from **aligning the activity of the employees with the strategy** of the decision makers / business. Use the metrics and benchmarking to align your people to your business performance and improve business profitability and / or growth.



HR Coach has been a proud supporter of the Starlight children's foundation since 2008.

5% from the sale of each STAR Workplace Program is donated to the Starlight children's foundation.



# STAR Methodology

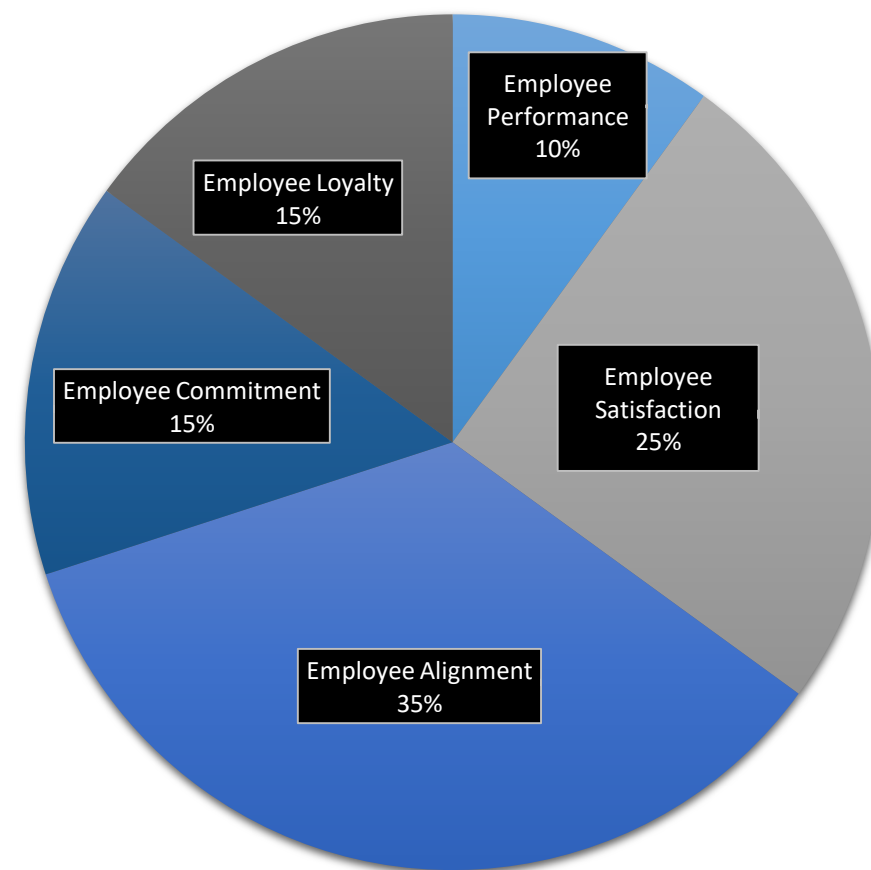
## Engagement and Alignment Is Core to Business Performance.

The STAR Workplace Program understands that measuring satisfaction of employees is only the tip of the iceberg when it comes to people performance; in fact, research from MIT Sloan Business School indicates that its only 25% of what really counts.

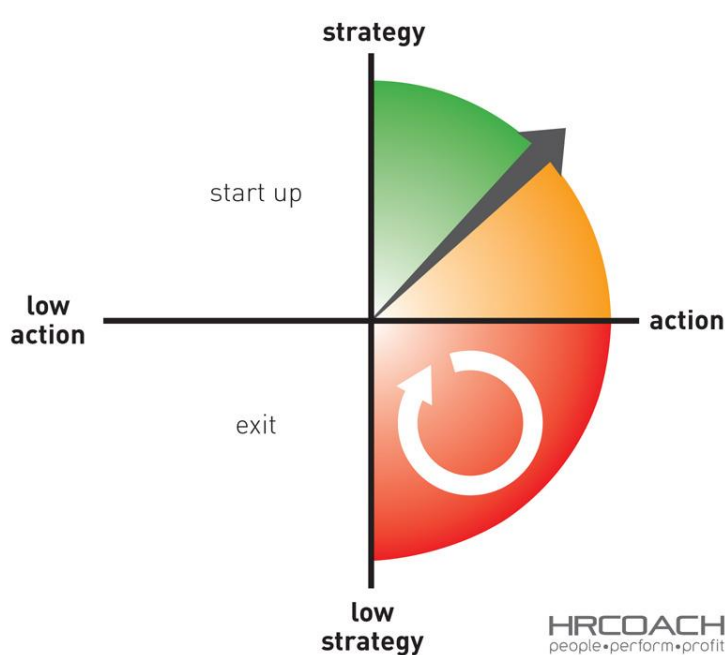
The STAR Workplace Program measures employee satisfaction. It also measures the following key drivers:

- Employee Alignment
- Employee Commitment
- Employee Loyalty
- Employee Performance

Benchmarking these key drivers against the Strategic Action Model™ and industry standards allows businesses to see the full picture of people performance and alignment within their business, and not just the tip of the iceberg!



## Strategic Action Model™



## Strategic Action Model™

Based on research conducted with over 5000 Australasian businesses, the Strategic Action Model identified that the correlation between the strategy of the business and the activity of the employees was core to business growth or sustainability.

Using the research model, the STAR Workplace Program identifies the level of alignment between business activity and strategy and highlights areas where improvements can be made which will directly impact business profitability and/or sustainability.

## National Human Resource Framework™

Businesses have financial plans, sales and marketing plans, governance plans and environmental plans, yet the greatest controllable expense a business has on their profit and loss statement is their wages bill. Why don't they have a HR Plan to maximise the outcomes and performance of this expense?

The National Standard HRF 101:2010 Human Resource Framework provides a simple and flexible HR Framework which is easily adopted or implemented. Every business needs to ensure that their HR systems, processes and methods are aligned and appropriate to the needs of their specific business (because you don't need a sledgehammer to break a peanut).

The stronger the alignment between the human resource framework and the business strategy, the greater the likelihood that businesses will see improvements in productivity, performance and profit.

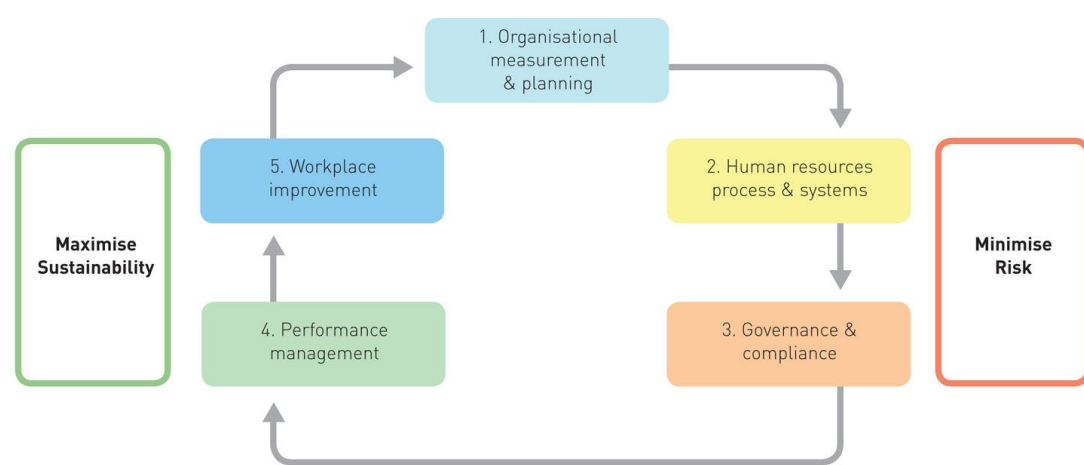


Figure 2 – Model for the Balanced Human Resource Framework©

**HOWARDCO**  
RECRUIT • DEVELOP • LEAD