



# A PuzzleHR Case Study: From Compliance to Culture: Revamping HR at a Creative Agency

## THE PUZZLE

Keeping in line with their focus on innovation and progress, our client wanted to refine their talent acquisition and performance management strategies. With an “in it to win it” attitude, they wanted to know what they could be doing better. The first task was to finish up compliance items like the employee handbook and creating job descriptions. After the tactical work was complete, the strategizing could begin.

## THE SOLUTION

Working with their HRPM, the organization identified their measures for employee performance. The HRPM introduced the tech-savvy team to the Rippling Small Improvements performance management system, much to the employees’ appreciation. The system allows them to get consistent feedback and provides easy access to kudos channels and one-on-one communications.

Employee development was the next priority. Our team used PuzzleHR’s enhanced, customizable learning management system to build a training program for our client’s managers and leaders. The organization also had multiple employees they were looking to upskill and promote into management roles, so they were enrolled in the University of Puzzle Live Virtual Learning series, LVL UP!

Feedback and communication are essential for this organization, so we conducted an employee engagement survey to see what was working and what wasn’t. Another way we saw to increase engagement and satisfaction was with a 4-day workweek pilot program, in which every other week had a 4-day workweek. This began as two-month program but is likely to continue. With our assistance, the organization wants to shift to a flexible schedule with more



## Executive Summary:

Our client was looking to refine their talent acquisition and performance management strategies. With PuzzleHR’s resources, the company introduced a performance management system, improved employee development, and implemented a 4-day workweek pilot program. The results were increased employee recognition, stronger performance management, improved communication, and increased engagement.

## Meet the Teams:

**Our Client:** Our client is a boutique web design and marketing agency located in Colorado. A creatively driven organization that prides itself on innovation and problem-solving, they have worked with PuzzleHR since 2021.

**PuzzleHR:** Our client has benefitted from our managed HR service, HR Solved!, and having a dedicated Human Resources Program Manager that could work closely with them to address their needs. Additionally, they have worked with our Learning and Development team for training.



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PTO for employees. The employees also appreciate the new profit-sharing program we put into place, designed to keep them involved in how the company is doing.

### The Current Picture

- Employee recognition is on the rise
- Performance management has gotten stronger
- Previous lack of feedback/communication has turned around
- Increase in transparency
- Shift in focus to people and employees
- Increased retention
- Increased engagement and positive attitudes

### FUTURE PUZZLES

In 2023, we will assist our client with implementing their new flexible scheduling policy. While the provided PTO is not unlimited, it is a great increase and provides employees more freedom. The HRPM and team are working on an organization-wide growth plan, an employee development training program, and an employee training program that has both online and in-person courses.



***“A tailored solution from PuzzleHR led to an increase in employee recognition, stronger performance management, and improved communication for our client.”***