

HELPING HR: HOW TO WIN MANAGEMENT BUY IN FOR HR INITIATIVES

W/ STEVE PRUNEAU - CHIEF OF
CONSULTING OPERATIONS AND HRIS
SOLUTION ARCHITECT AT FREE AGENT
SOURCE INC



Rayvonne Carter
Webinar Coordinator,
Human Resources Today



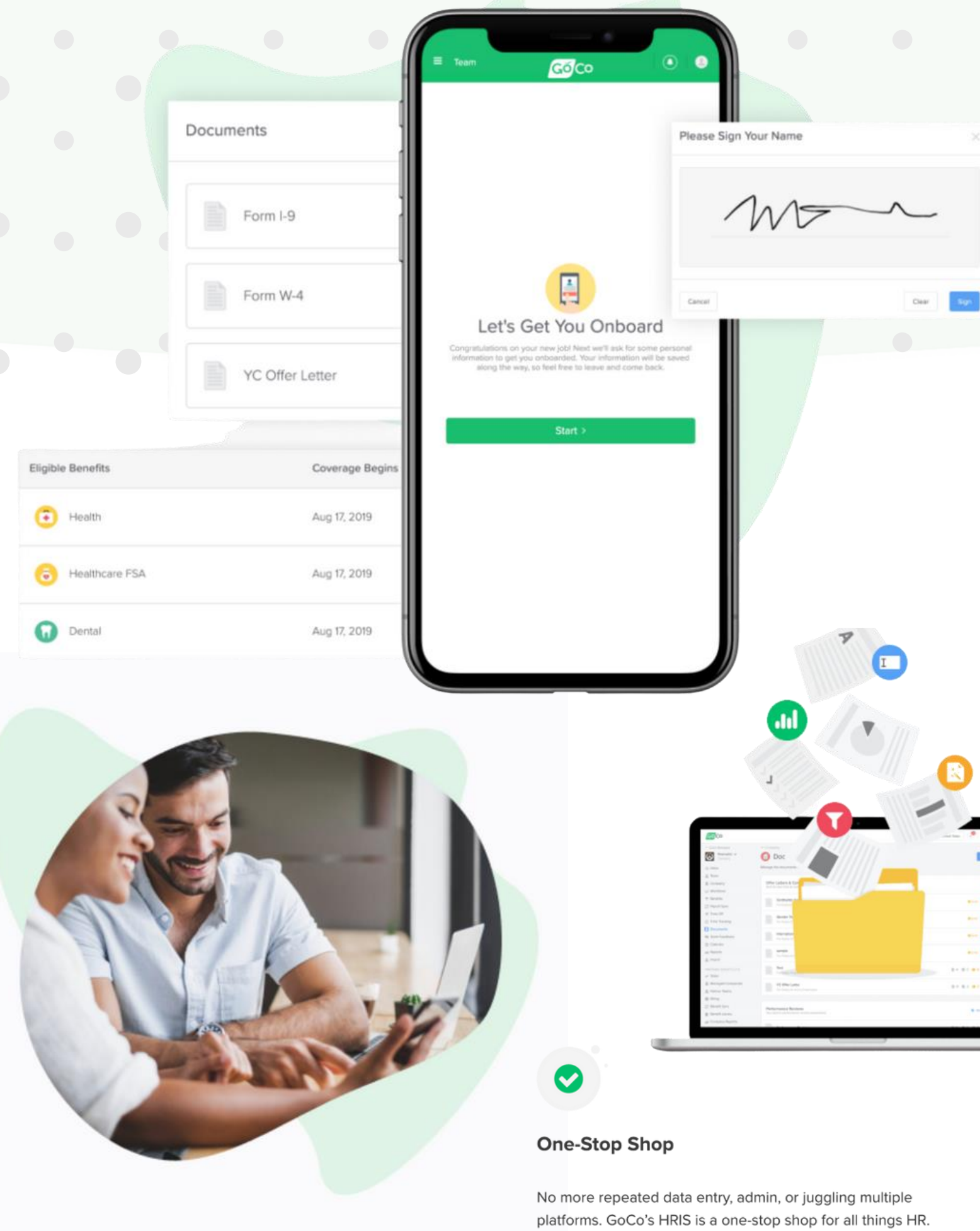
**OCTOBER 11, 2022 AT 11:00 AM
PST, 2:00 PM EST, 7:00 PM BST**



Our mission at GoCo is to help small businesses spend less time on manual, painful, and complex HR tasks, so they can focus on growing happier, more productive teams. We hope by doing so, we can empower companies to focus on their own employees and mission.

Backed by notable investors such as Salesforce Ventures and featured as the #1 HR platform in Forbes, Huffington Post, and Entrepreneur Magazine, GoCo is delivering a more delightful workplace to thousands of businesses and their employees.

Learn more about what separates us from the pack at goco.io



One-Stop Shop

No more repeated data entry, admin, or juggling multiple platforms. GoCo's HRIS is a one-stop shop for all things HR.



Click on the **Questions** panel to interact with the presenters

TO USE YOUR COMPUTER'S AUDIO:

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

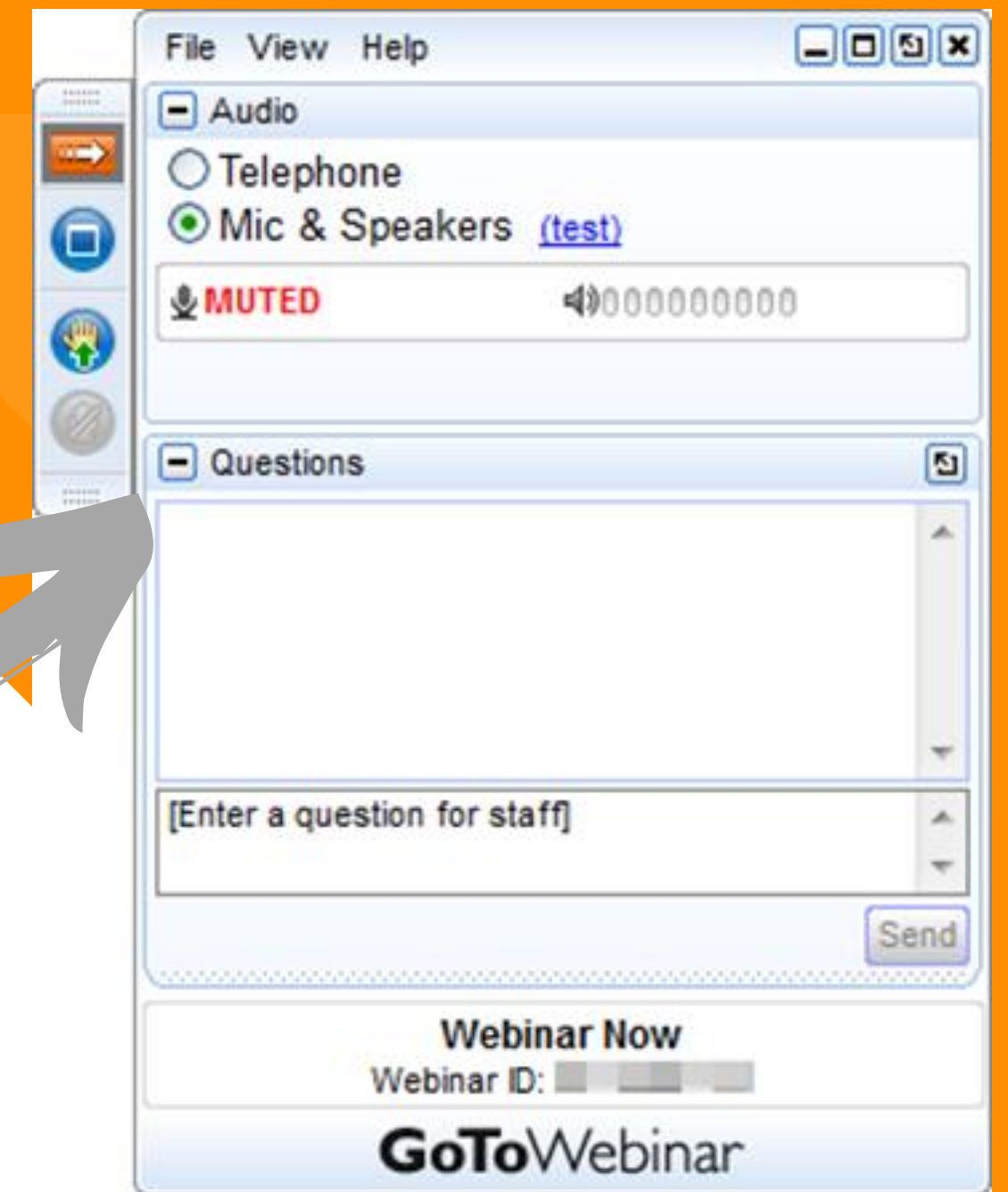
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HELPING HR: HOW TO WIN MANAGEMENT BUY-IN FOR HR INITIATIVES

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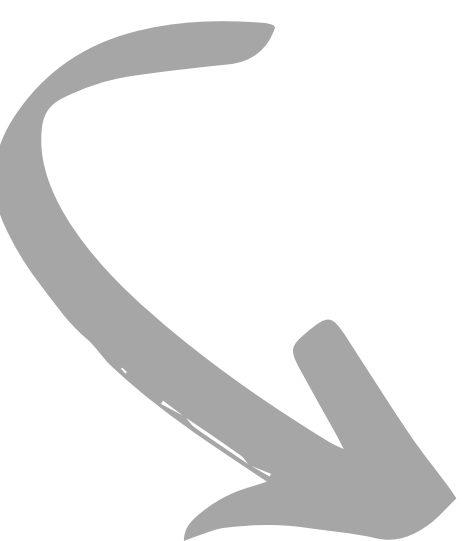
The **premise** of today's webinar:



- Make your company better by implementing a new HR technology solution or policy revision.
- Get personal satisfaction from making a difference.
- Add an accomplishment to your professional portfolio.
- Secure executive support or Overcome management resistance.



If there is **resistance** to change...

- 
- Your priorities may not yet align with management priorities.
 - Perceived risks may outweigh rewards of the HR initiative.



Let's use a **framework** to evaluate your situation.



- OWNERSHIP of the company
- GROWTH RATE of the company
- CULTURE of the company
- RISK response of the executive sponsor(s)



Ownership: Investor Influence

*Management can run it
as though it's their
company.*

*Management is
hyper-focused
on investor priorities.*

Publicly Traded
on a
Stock Exchange

Private Investor
Group
or
Closely Held

Family Owned
or
One Owner

Startup
with
Venture Capital

← — — — — —
Weak

→ — — — — —
Strong



AT&T

Telecommunications company



AT&T Inc. is an American multinational telecommunications holding company headquartered at Whitacre Tower in Downtown Dallas, Texas. It is the world's largest telecommunications company by revenue and the third largest provider of mobile telephone services in the U.S. [Wikipedia](#)

Customer service chat: [Online Chat](#)

Stock price: [T](#) (NYSE) \$14.89 -0.01 (-0.10%)

Oct 11, 12:44 PM EDT - Disclaimer

Headquarters: [Dallas, TX](#)

CEO: [John T. Stankey](#) (Jul 1, 2020–)

Founded: October 5, 1983, [Delaware](#)

Revenue: 168.9 billion USD (2021)

Founders: [Alexander Graham Bell](#), [Gardiner Greene Hubbard](#)

Subsidiaries: [AT&T Corporation](#), [AT&T Communications](#), [MORE](#)



NAME: **Surgery Partners**
REGIONS: **Americas**
INDUSTRY: **Healthcare**
YEAR: **2017**

Surgery Partners is a leading operator of outpatient and short stay surgical facilities.

Bain Capital Healthcare
We have built one of the largest and deepest healthcare investing teams in the world. [Click here to read more about the breadth and legacy of our efforts.](#)

[+ View company website](#)

Kohler Co.

Manufacturing
company

THE BOLD LOOK
OF **KOHLER**

Kohler Co., founded in 1873 by John Michael Kohler, is an American manufacturing company based in Kohler, Wisconsin. Kohler is best known for its plumbing products, but the company also manufactures furniture, cabinetry, tile, engines, and generators. [Wikipedia](#)

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Welcome to Evans Hotels

Since 1953, it has been the mission of our family-owned San Diego Hotel to match the superior natural beauty of this landscape with an undeniably luxurious level of service, in addition to well thought out amenities complemented by stylish interior environments.

crunchbase

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Unicorn Startups



Summary

Organization Name	Total Funding Amount	CB Rank (Organization)
LINE MAN Wongnai	\$375M	420
Inari	\$506M	55
TeraWatt Infrastructure	\$1.1B	129
Swiftly	\$215.6M	15
Satispay	\$471.5M	1,529
SHOW MORE		

Publicly Traded
on a
Stock Exchange

Private Investor
Group
or
Closely Held

Family Owned
or
One Owner

Startup
with
Venture Capital



Weak



Strong

HRT



Ownership: Investor Influence



*Management can run it
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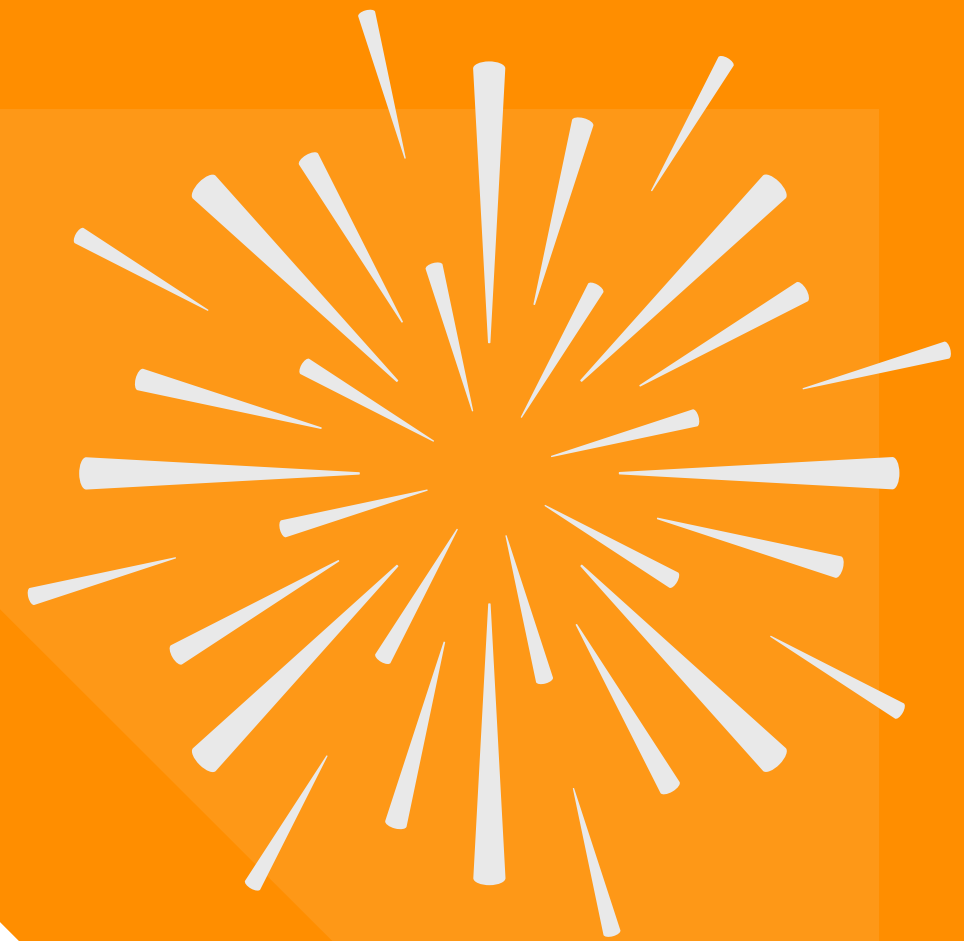
Weak

Strong

Mature
Established Company

New Company
Industry Disruptor

Higher Growth





Growth Rate



*Preserve capital.
Make us more efficient.*

Mature
Established Company

*Get more revenue!
Build capacity.*

New Company
Industry Disruptor



Lower Growth

Higher Growth



Investor + Growth Profile

**Stronger
Investor
Influence**

**Weaker
Investor
Influence**

**FAMILY BUSINESS
ONE OWNER
EMPLOYEE OWNED**

Build the company to run for a generations. Preserve capital. Create steady revenue in all economic conditions.

STARTUP

Get more customers. Get more revenue. Build capacity for scale.

PUBLIC COMPANY

Make the executive sponsor look good – why your initiative is a wise decision. Make the company more efficient.

PRIVATE EQUITY

Build capacity to handle more customers. Usually: build for long term.

Lower Growth

Higher Growth



Let's use a **framework** to evaluate your situation.



- OWNERSHIP of the company
- GROWTH RATE of the company
- CULTURE of the company
- RISK response of the executive sponsor(s)

Blame

Collaboration

Calculated Risks



Culture of the company



The diagram illustrates a spectrum of company culture. At the top, a box labeled 'Culture of the company' is connected by lines to two sets of traits. Below, a dashed arrow points from 'Avoid Risk' on the left to 'Calculated Risks' on the right. Under 'Avoid Risk' is a box labeled 'Blame' with associated traits: 'Blame someone for failure.' and 'Never look bad.' Under 'Calculated Risks' is a box labeled 'Collaboration' with associated traits: 'We are innovative.', 'We take risks.', and 'We learn from failure.'

*Blame someone for failure.
Never look bad.*

Blame

*We are innovative.
We take risks.
We learn from failure.*

Collaboration

Avoid Risk

Calculated Risks

Survivor

Adventurer

Calculated Risks

Get things done





Executive Sponsor Tolerance for Risk

*I need this job.
Got to hang-on until
retirement.*

Survivor

*I thrive on accomplishment.
I love to build great teams
and great companies.*

Adventurer

Avoids Risk
Values Financial security

Calculated Risks

Get things done

Risk Tolerance Profile

Company Culture

Collaboration

Blame

COMPANY is COLLABORATIVE EXECUTIVE is CAUTIOUS Get buy-in of Executive Sponsor's peers. Run a pilot implementation with a small group of people. Optional: hire an independent consultant.	INNOVATORS & ADVENTURERS Let's try it. If it doesn't work, we'll do something else. Optional: hire independent consultants and get it done.
MAKE SAFE DECISIONS Avoid risk. Resist change. Don't make me feel exposed. Schedule meetings to get approval of others. Document everything. Hire a big-name consulting firm in case it doesn't go well.	SMALL INCREMENTAL WINS Build alliances. Take calculated risks that earn confidence of other departments. Run pilot programs with friendly departments. Optional: hire a consulting firm.

Survivor

Adventurer

Executive Sponsor







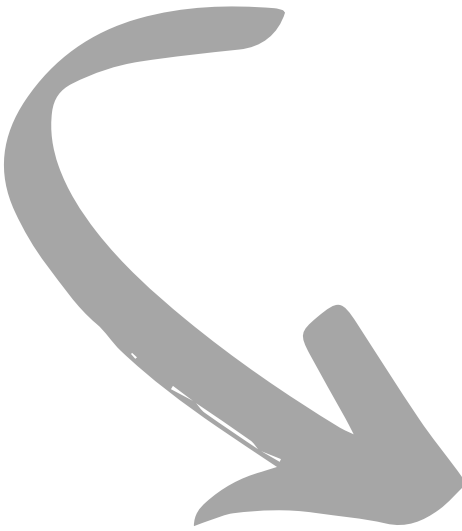

Let's work on your examples!

- Describe the policy or technology solution for which you need management buy-in.
- List the following, but no need to reveal your company name:
 - OWNERSHIP of the company
 - GROWTH RATE of the company
 - CULTURE of the company
 - RISK response of the executive sponsor(s)





What if you can't get
management buy-in?




Don't stay in a bad relationship.

Go where you can make a difference.

What of you can't get management buy-in?

glassdoor



Search for job titles, companies, or keywords

Santa Monica, CA

Hello, what would you like to explore today?


For Employers

Post Jobs

Add Job Title

Add Location

Getting the Most of Your Glassdoor



Share Your Insights


Help other members of our community get the inside scoop by anonymously sharing a company review, interview experience, or your salary.

Get Started

Is Santa Monica, CA your location? [Add a location to your profile](#)

Explore Jobs Near You

Recommendations are based on your [profile](#), [job preferences](#), and activity on Glassdoor.




Marina Del Rey

Registration Associate - Full Time 2pm - 10:30pm

Marina del Rey, CA

2.2 ★

2d




Century Park Place HOA

Part Time Receptionist

Los Angeles, CA

\$17 - \$19 Per Hour (Employer Est.) ⓘ




Hotel Angeleno

Front Desk/Reservations Agent

Los Angeles, CA

4.4 ★

\$20 - \$20 Per Hour (Employer Est.) ⓘ



NIKE INC


Nike Santa Monica Retail Sales Associate Part-Time ("Athlete")

Santa Monica, CA

4.2 ★


\$15 - \$15 Per Hour (Employer Est.) ⓘ

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Software Engineer Jobs

Marketing Coordinator Jobs

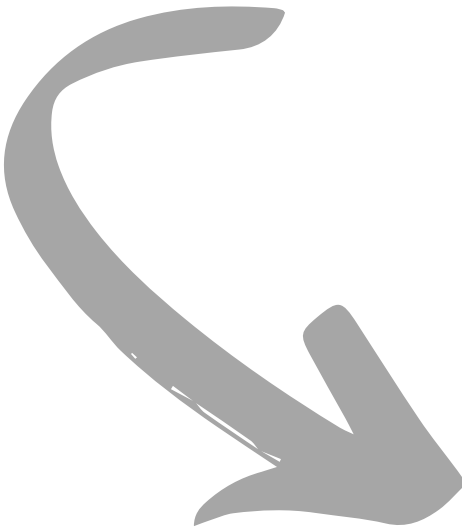
Data Analyst Jobs

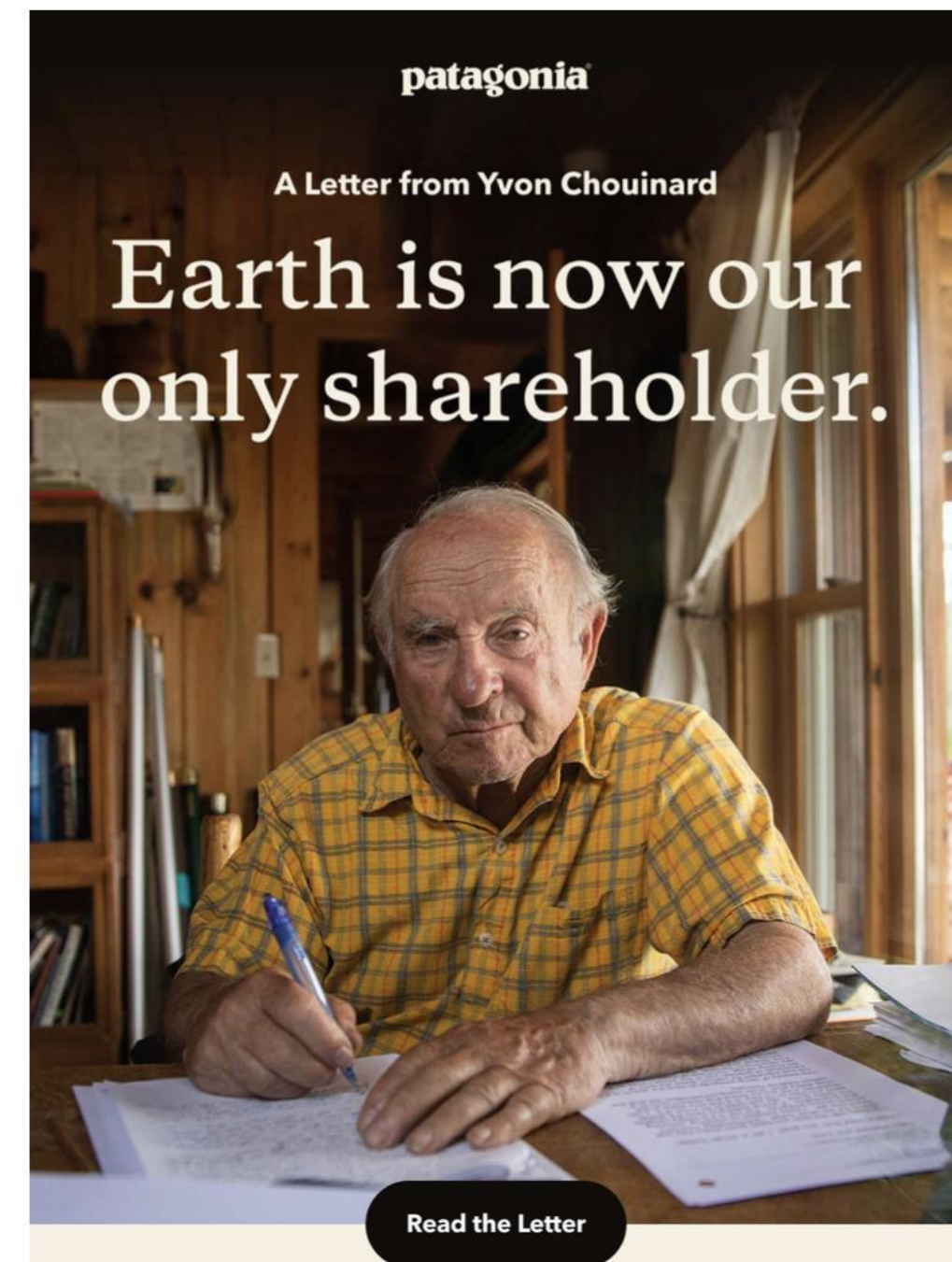
Add a job title to your profile to personalize your job recommendations.

HRT



What of you can't get management buy-in?

- 
- Go where you can make a difference.
 - Find a company on a path of improvement and sustainability for all:
 - Customers
 - Employees
 - Community



For years, we looked for a way to lock in Patagonia's purpose and unlock more value to fight the environmental crisis.

Well, we did it.



Q&A



Steve Pruneau

*Chief of Consulting Operations and
HRIS solution architect at
Free Agent Source Inc.*



[LinkedIn.com/in/stevepruneau/](https://www.linkedin.com/in/stevepruneau/)



FreeAgentSource.com



Rayvonne Carter

*Webinar Coordinator,
Human Resources Today*



[LinkedIn.com/in/
/rayvonnecarter/](https://www.linkedin.com/in/rayvonnecarter/)



[humanresources
today.com](https://humanresources
today.com)



One pitch works nearly everywhere:

Simplicity!

- Your company is a marketplace for work
- Simpler policies
- Employee self-service
- Easier apps: onboarding, employee scheduling, hours worked, payroll, HR, benefits

