

# Wait a minute... This isn't a cover letter?

I have dedicated my career to advancing innovation and pushing the needle in the world of HR, so I figured this presentation provides a much more realistic view of who I am as a leader than a cookie cutter cover letter.

In the following pages, you'll see my life's work advancing talent strategies in rapid-growth startup companies operating both in remote and hybrid models. These metrics and processes landed these companies on Top 100 Best Places to Work lists and serve as trailblazing talent leaders in their respective industries. It goes without saying these were the result of tremendous collaboration with executive leaders who believed in a cohesive talent vision that I was honored to be a part of, so I certainly credit their partnership to our collective success.

My hope is this is just the beginning of my experience and passion for HR adding value to your organization, as I have a lot more where this came from. As you navigate the complex world of talent acquisition in this remote environment, please know I am cheering your team on regardless of where my application lands.

Best Regards,

*Jennifer Beattie*

Contact  
cultureoncamera@gmail.com  
(517) 388-9810

# Functional Areas of HR

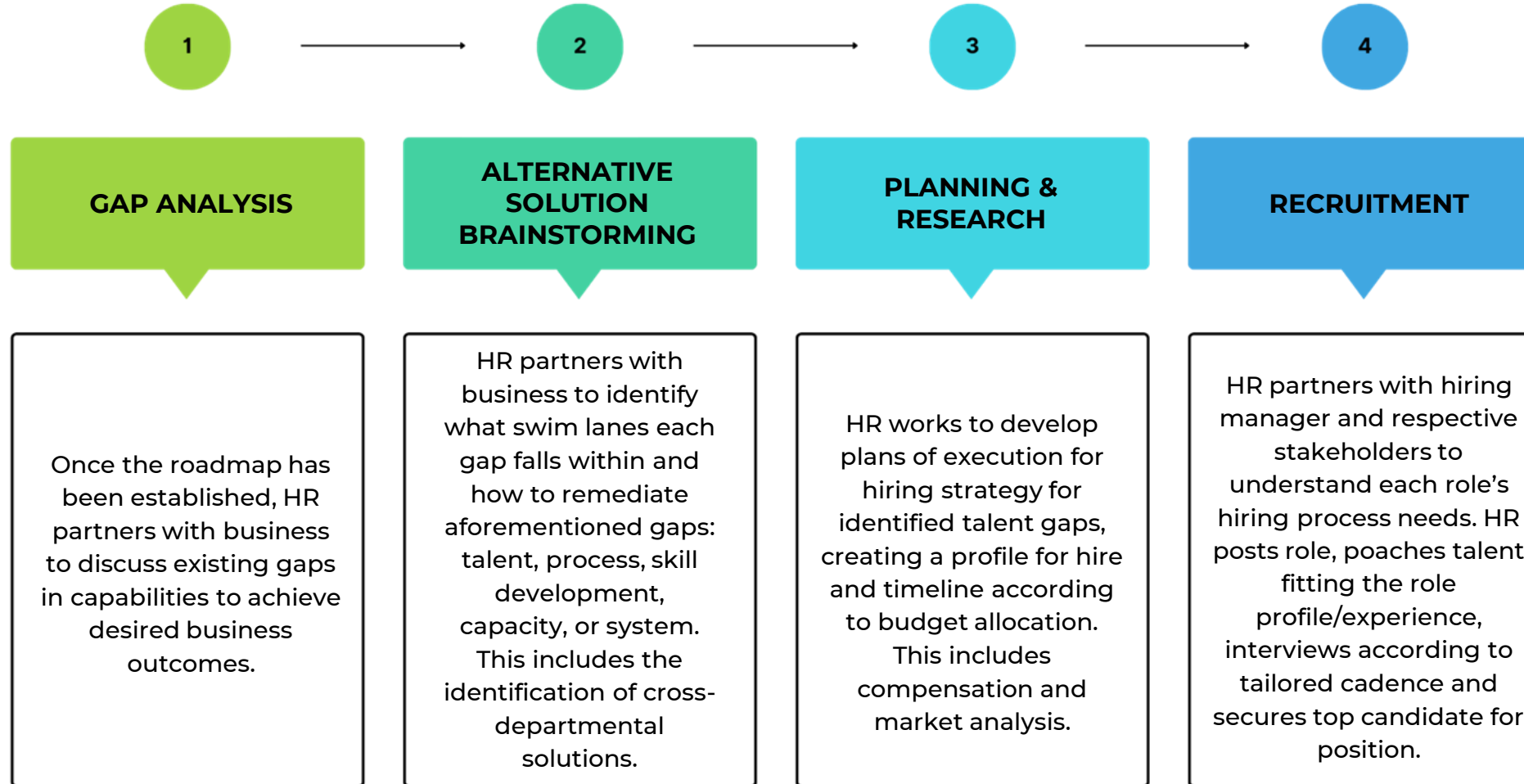
## Strategic Business Alignment

- Talent & Capability Gap Analysis
- Recruitment
- Onboarding & Upskilling
- Learning & Development
- Performance Management
- Employee Engagement & Talent Retention
- Leadership Development
- Policy & Benefit Design
- Employee Relations & Risk Management

## Administrative

- Hiring Budget & Compensation Analysis
- State Taxes & Registrations
- Open Enrollment & Renewal
- Payroll
- Compliance Audit (State labor laws)

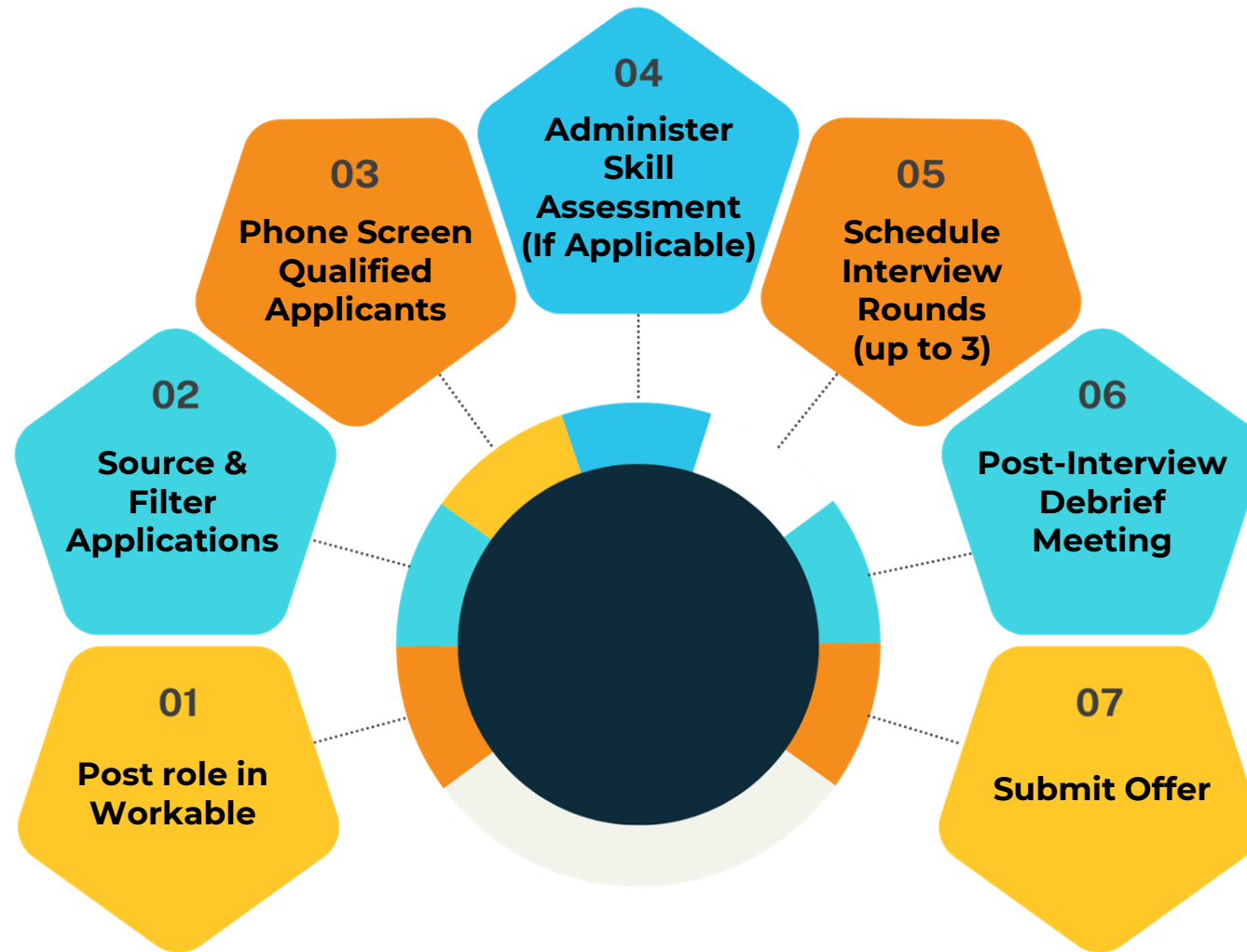
# Talent & Capability Gap Analysis



## KPI Metrics

- Build vs Buy Rates
- Talent mobility
- Roadmap adherence (growth)
- Team capacity metrics (burnout)
- Talent distribution (diversity in skill and key identifiers)
- Headcount

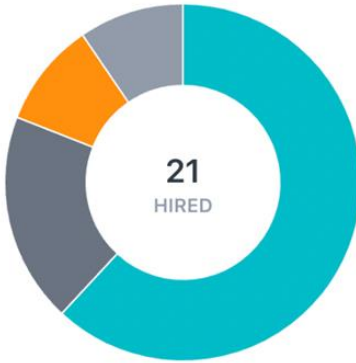
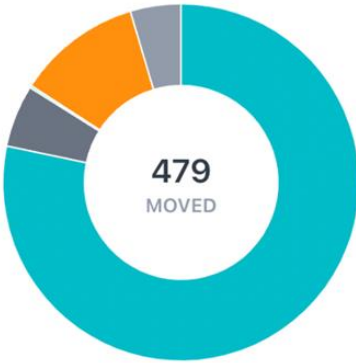
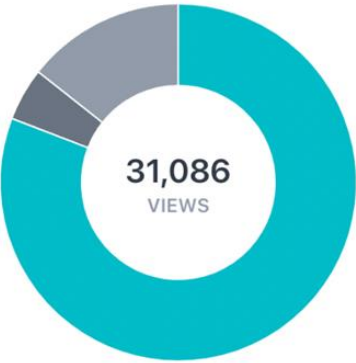
# Recruitment



## KPI Metrics

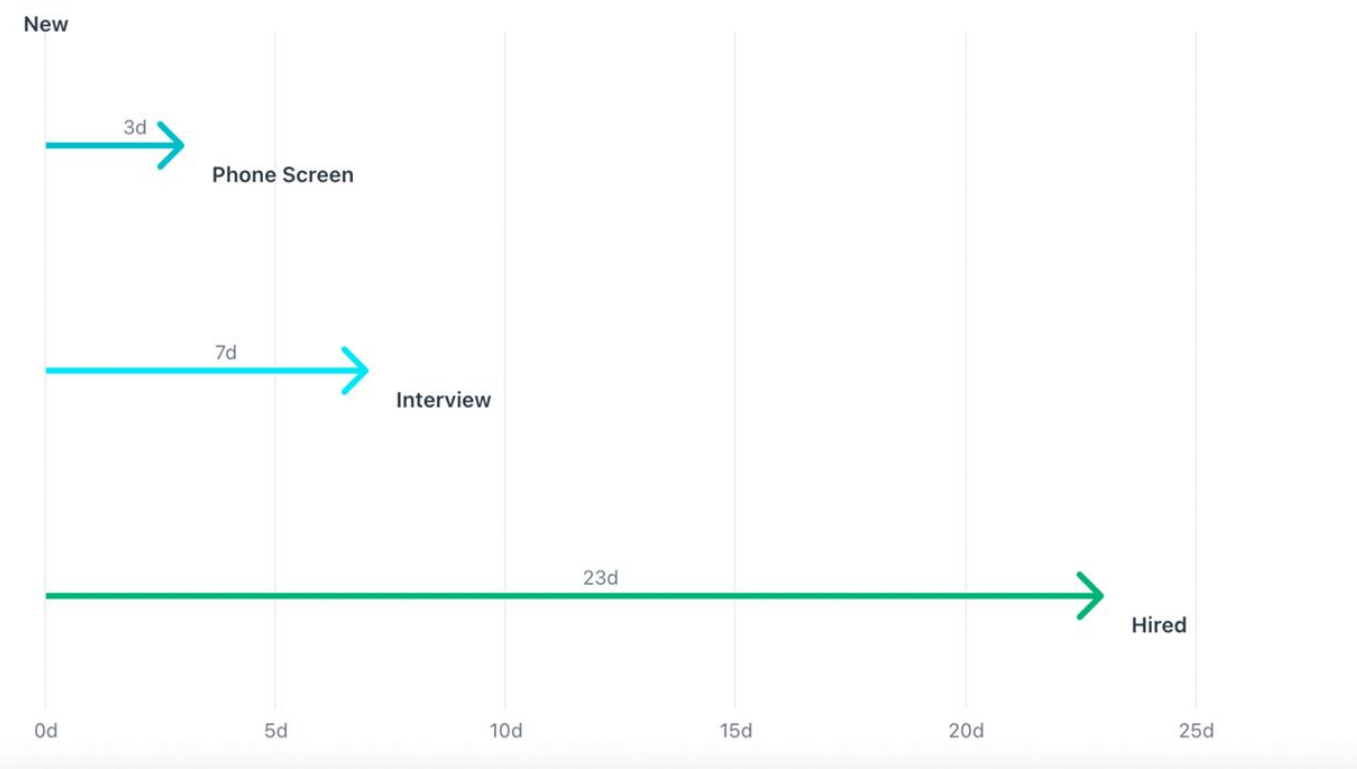
- Offer acceptance rates
- Hiring budget adherence
- Time to fill
- Applicant volume
- Sourced vs organic
- Candidate experience
- Cost per hire
- Hiring velocity
- Sourcing channel effectiveness

# Recruitment Metrics

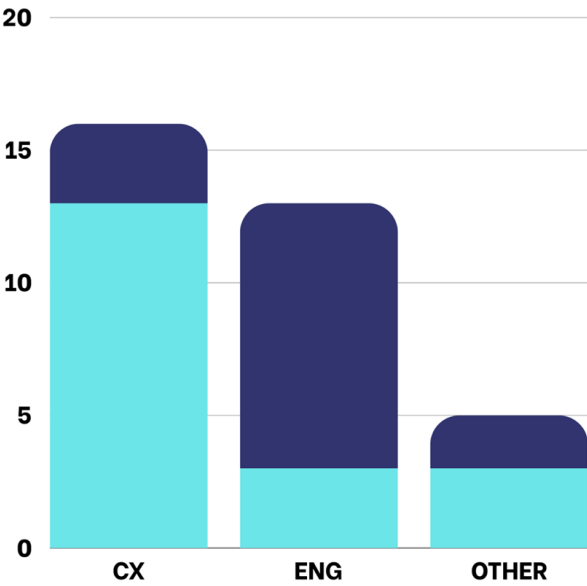


**\$897,600**  
Recruitment onshore is 100% internal, saving \$897,600 in agency fees since Sept 2022

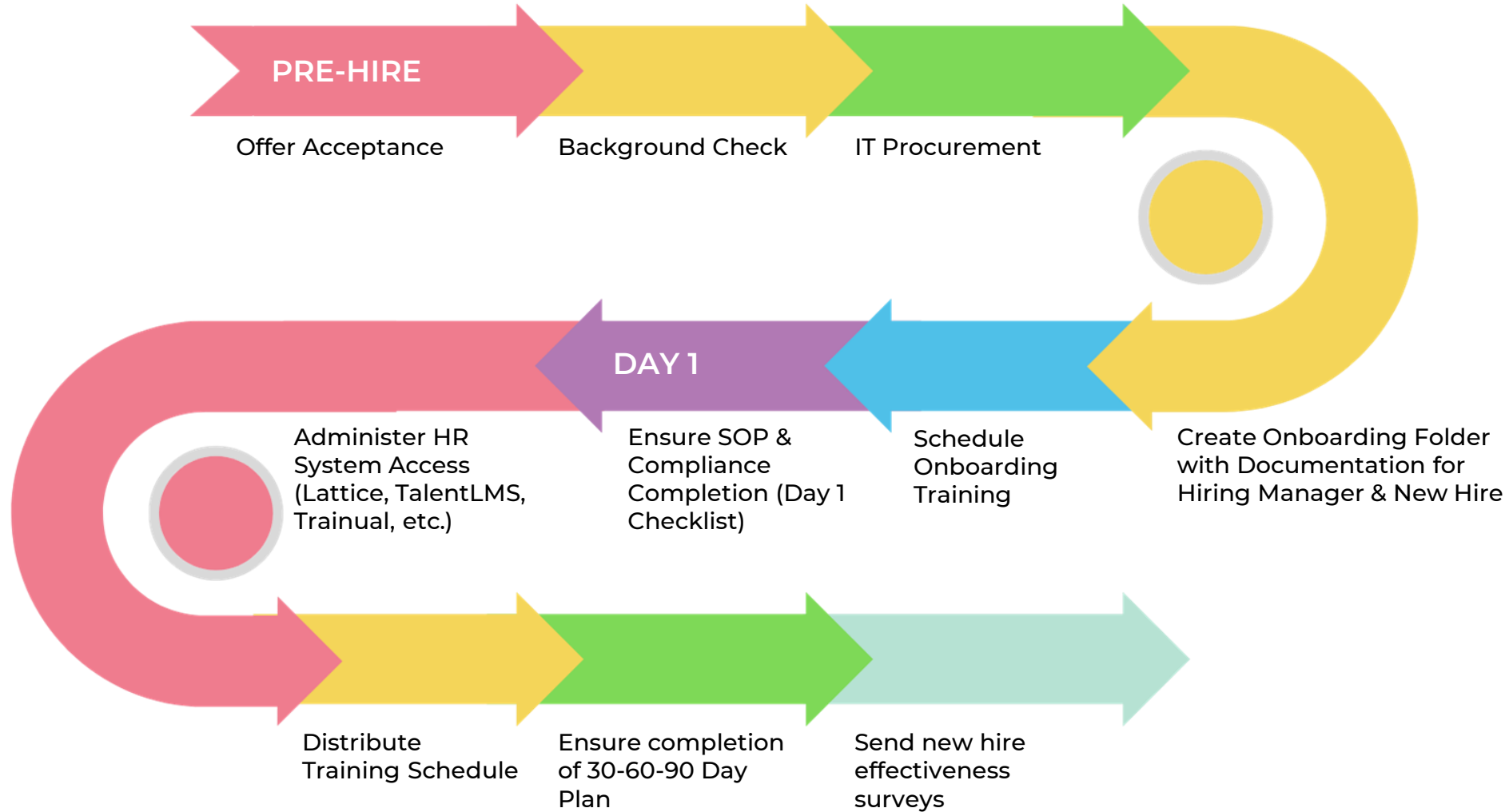
Average days from sourced/applied to pipeline stage



- Non-Industry
- Industry



# Onboarding & Upskilling



## KPI Metrics

- New hire predictive performance
- New hire satisfaction
- Training completion rates
- Compliance adherence
- Quality of hire
- Time to Effectiveness
- New hire engagement



## New Hire Experience Metrics

## Onboarding survey

**ACTIVE**

## Participation

## Results

## Sharing

 Settings

Joined: All Time

≡ Filter by field

List

## Heatmap

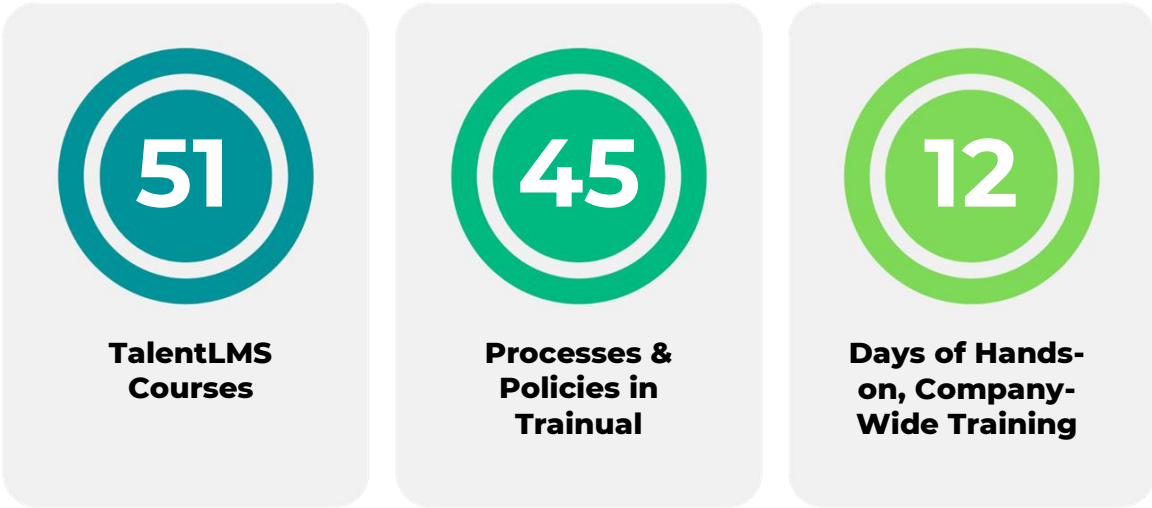
Group by: Department ▼

[illegible]

# Onboarding Process

## Comprehensive Onboarding Program Launched Feb 2024

- First day virtual scavenger hunt, walking new hires through all compliance requirements and introduction to company culture
- Develops & distributes clear training plan
- Engages Manager & New Hire to discuss key 30-60-90 day milestones
- Gathers predictive metrics on new hire performance & engagement



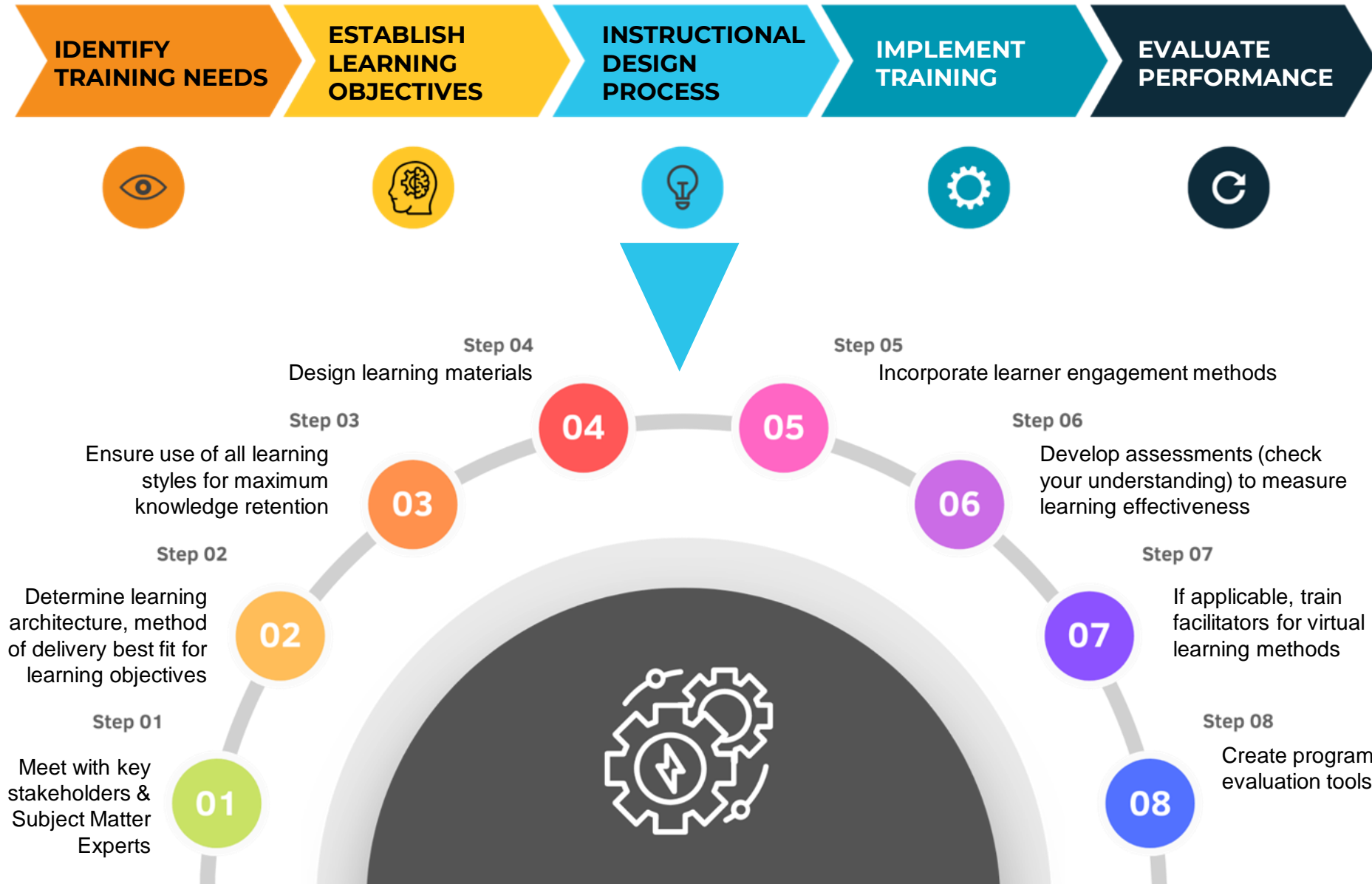
## Predictive Analytics - New Hire Performance

This new hire was actively engaged in training act... Early experience · 6 of 7 responses	67	This new hire was actively engaged in training act... Early experience · 7 of 7 responses	100
This new hire grasped key concepts and informati... Early experience · 6 of 7 responses	83	This new hire grasped key concepts and informati... Early experience · 7 of 7 responses	100
This new hire integrated seamlessly into our com... Early experience · 6 of 7 responses	67	This new hire integrated seamlessly into our com... Early experience · 7 of 7 responses	100
This new hire demonstrated an ability to transfer ... Early experience · 5 of 7 responses	100	This new hire demonstrated an ability to transfer ... Early experience · 6 of 7 responses	100
This new hire was proactive and took initiative to ... Early experience · 5 of 7 responses	100	This new hire was proactive and took initiative to ... Early experience · 6 of 7 responses	100
In your opinion, what areas could the trainee focu... Early experience · 3 of 7 responses	0	In your opinion, what areas could the trainee focu... Early experience · 4 of 7 responses	0
This new hire effectively utilized available resourc... Early experience · 5 of 7 responses	80	This new hire effectively utilized available resourc... Early experience · 6 of 7 responses	100





# Learning & Development



## KPI Metrics

- Training ROI
- Average time to completion
- Attendance (live facilitation sessions)
- Assessment performance
- Knowledge retention
- Applicability to role
- Learner engagement & satisfaction scores

# Development Weeks 2023



## Conference Style Learning Sessions

3 Conferences Held in 2023

Transitioning to 2x per year, collaborating with product releases



## Diverse Capabilities & Presenters

41 different sessions facilitated by internal SMEs

2 Guest Speakers: Client & Former US Surgeon General



## Virtual Facilitation Engagement

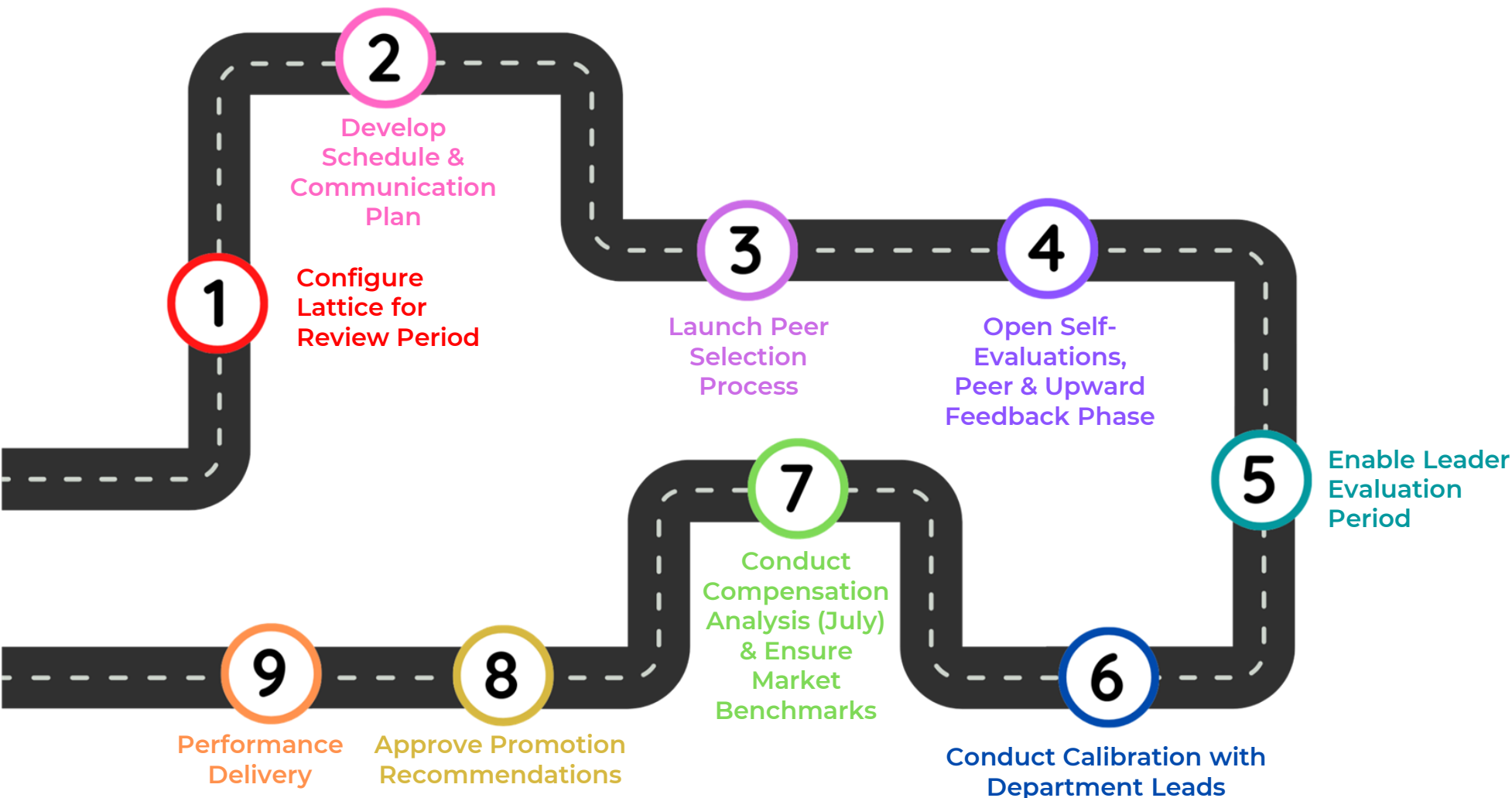
Trained facilitators on different engagement tactics tailored to virtual presentations



## Post-Conference Feedback

Collected feedback on every session and brainstormed ways to continuously improve our development efforts.

# Performance Management

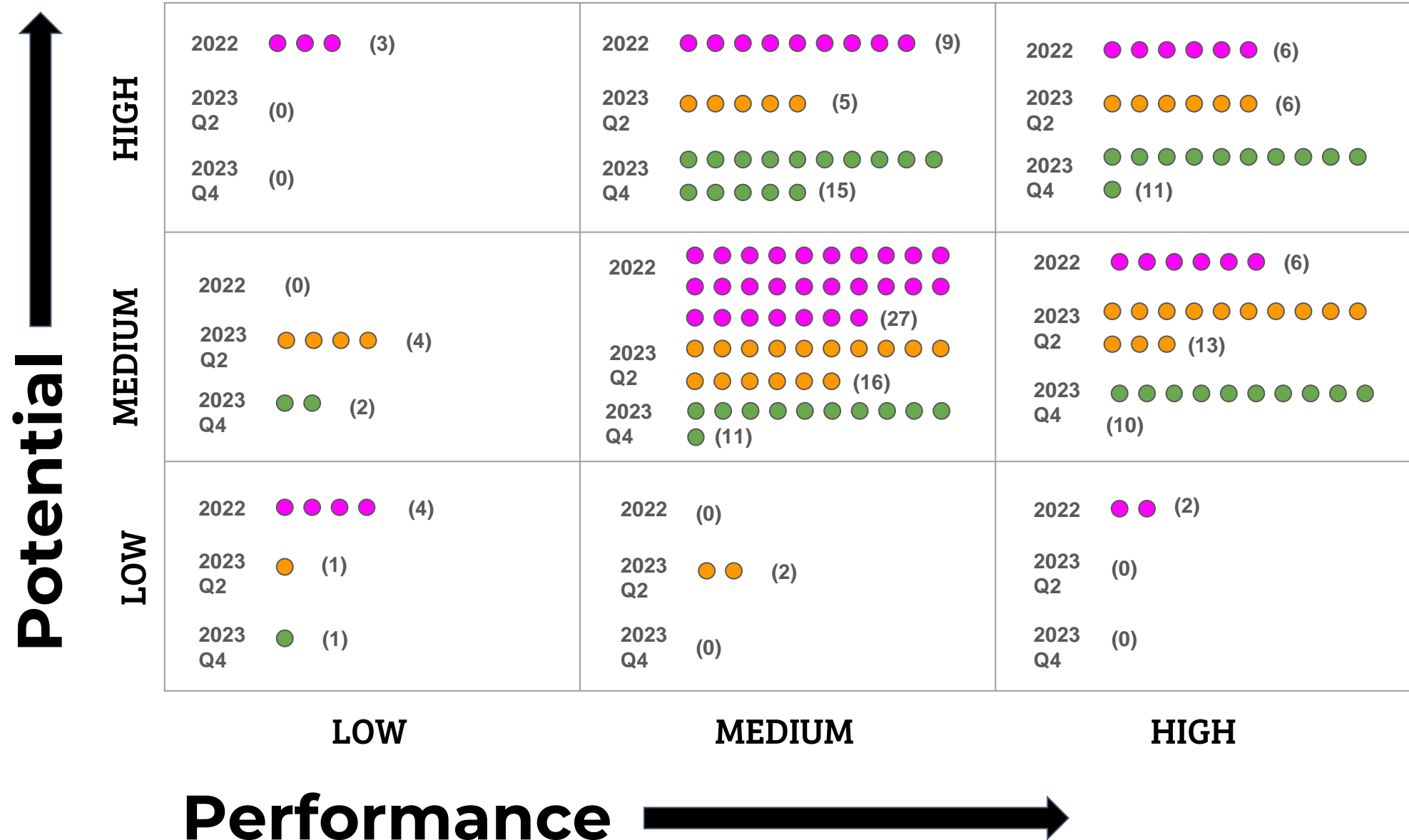


**NOTES:** Performance cycles are **Bi-Annual**: March & October

## KPI Metrics

- HI-PO ratios
- Promotion rates
- Performance risk time to remediation
- Performance review completion
- Turnover & retention
- Feedback percentages
- Goal completion & engagement

## 9 Box Grid Overtime



# Employee Engagement

## 1 Weekly

- Monitor 19 interest group channels
- Post interactive prompts
- Engage in various planned activities

## 2 Monthly

- Design monthly company newsletter (1st Friday)
- Coordinate & facilitate monthly all-hands company meeting
- Monitor recognition rates in Lattice

## 3 Quarterly

- Meet with Interest Group Leaders for quarterly planning
- Plan at least one company-wide engagement event

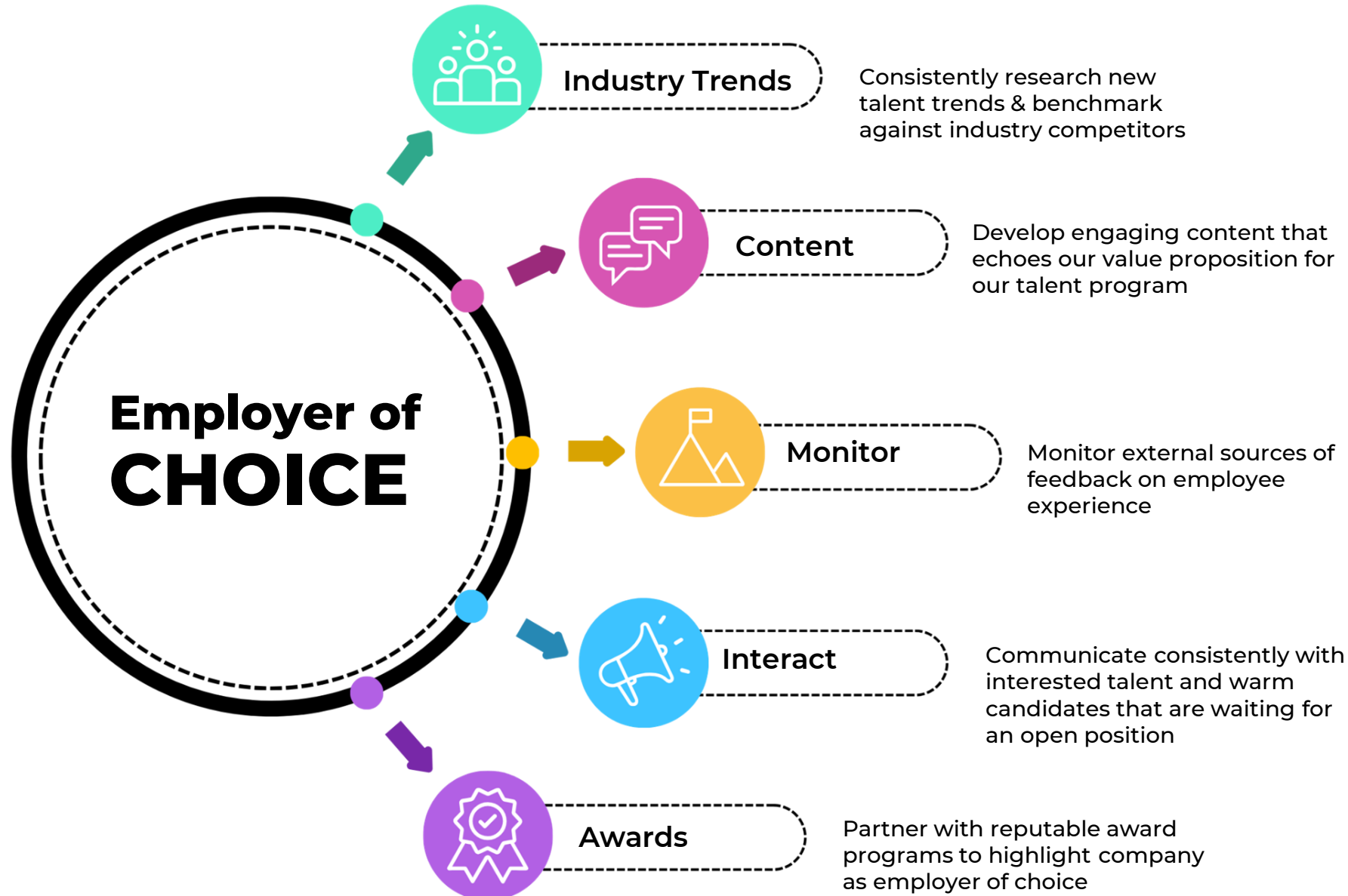
## 4 Bi-Annually

- Develop, configure & launch employee engagement survey
- Administer leadership effectiveness surveys

## KPI Metrics

- Core engagement
- Enablement & training
- Employee buy-in
- ENPS
- Psychological safety
- Work relationships
- Team culture
- Diversity & inclusion
- Job satisfaction
- Commitment to company
- Survey completion rates

# Employer Branding & Positioning



## KPI Metrics

- Brand awareness (Great Places to Work or equivalent award list)
- Candidate interest & attraction
- Employee experience (Glassdoor)
- Recruitment “warm” candidate funnel rate of follow-up