



**HRBPeers** Community

&

**QUATRO<sup>4+</sup>**

**ORGANIZATIONAL DEVELOPMENT**

Leadership | Organizational Dev. | Sales | Communication



**QUATRO<sup>4+</sup>**

QUATRO<sup>+</sup>

**HR**

As a

**Product**



QUATRO<sup>+</sup>

# QUATRO<sup>4+</sup>

## Our Expertise

Leadership | Organizational Dev. | Sales | Communication

## Our Solutions

Workshops | Org. Programs | Digital Tools | 1:1 Consulting



**1** **Customer  
Driven**

**2** **Agile & Iterative**  
Build – Measure – Learn





**The Lean Method**  
**is all about innovating**  
**Smarter & Faster.**

Eric Reis



# HR As a Product

## WHY?

- + Focus on Outcomes vs. Outputs
- + Alignment with Business Goals
- + Prioritization, Focus & Rapid
- + Continuous Improvement
- + Better Employee Experience



# PRODUCT CYCLE

## Customer Need

Discovery | Research | NPS

## Retro

Lessons Learned

**PRD** (Product Requirement Doc)  
KPIs – Product & Business  
Prioritization | Time framing

## Design

UX/UI | Visualization

## Implementation

Feedback Loop:  
Build | Measure | Learn

## Development & Testing

AB Testing | Experiments

## Launch & GTM

Release notes | Onboarding

## User Feedback &

**PMF** (Product Market Fit)

Beta | MVP | Pilot

○ Customer Need

○ PRD

○ Design

○ VOC

○ Launch

○ Implementation

○ Retro

# HR as a Product Model

● **Customer Need**

○ PRD

○ Design

○ VOC

○ Launch

○ Implementation

○ Retro

# Customer Need

**Golden Tip**

**Ask the customer:  
What's your  
pain point?**

○ Customer Need

● **PRD**

○ Design

○ VOC

○ Launch

○ Implementation

○ Retro

# PRD (Planning)

## Product Requirement Doc

### Golden Tip

1. How would success look like?
2. Risk mitigation

○ Customer Need

○ PRD

● **Design**

○ VOC

○ Launch

○ Implementation

○ Retro

# Design

## Golden Tips

- + Timeline & Tasks
- + Interfaces & Owners
- + Communication Plan
- + Campaign & Brand

- Customer Need
- PRD
- **Design**
- VOC
- Launch
- Implementation
- Retro

**Performance Review**  
vs. **Talk2Grow**

**Round Tables**  
vs. **Share Your Voice**

**Leadership Course**  
vs. **Lead Forward**

**Call for Proposals**  
vs. **EOI** Expression of Interest

○ Customer Need

○ PRD

○ Design

● **VOC**

○ Launch

○ Implementation

○ Retro

# VOC

## Voice of Customer

### Golden Tip

- + User Feedback
- + Co-Design

○ Customer Need

○ PRD

○ Design

○ VOC

● Launch

○ Implementation

○ Retro

# Launch

## Golden Tips

- + Multi-Channels
- + Active Teasers

# Embrace Change Program

## Active Teasers

### 1<sup>st</sup> Week

#### Spot the Shift

Who Moved  
My **Cheese**?

### 2<sup>nd</sup> Week

#### 21 Days Challenge

Small Changes  
**BIG** Impact

### 3<sup>rd</sup> Week

#### Test Yourself

Change  
**Agility** Score

○ Customer Need

○ PRD

○ Design

○ VOC

○ Launch

● **Implementation**

○ Retro

# Implementation

## Golden Tips

- + Feedback Loop
- + MNG Overview

○ Customer Need

○ PRD

○ Design

○ VOC

○ Launch

○ Implementation

● **Retro**

# Retro

## Golden Tips

### Internal Lessons Learned

3s: Save | Start | Stop

Glad | Sad | Mad

○ Customer Need

○ PRD

○ Design

○ VOC

○ Launch

○ Implementation

○ Retro

# HR as a Product Model



# EMPLOYEE ENGAGEMENT PROGRAM



# Customer Need

Friends Survey  
Upgraded ENPS

# FRIENDS SURVEY

Engagement  
2 min. Survey

**1** Would you recommend a friend of yours to work here?

Yes | No

**2** Why?

Rate 1-10

Development Opportunities

Managers' Attitude

Innovation

Team Atmosphere

Work-Life Balance

Comp & Benefits



# PRD

- + KPIs based on ENPS
- + Prioritize based on Top & Bottom
- + Resources budget & time
- + Timeframe Annual program
- + Scope All employees
- + Main Milestones
- + Brand: **Culture Code**



# Design

# Culture Code

## Engagement Program

### Culture Code

Campaign  
and Teasers

### Leadership Meeting

Filtering and  
choosing top ideas:  
Impact & Feasibility

### Bi-Monthly Tracking

Building a workstream  
for each initiative.  
Execution & Follow-up

**Friends  
Survey  
ENPS**

### Mini-Hackathon

- + Creative thinking workshop
- + Friends survey results
- + Brainstorming in small groups, formulating ideas:  
Improve 1 bottom item  
Preserve 1 top item

### Culture Coders Teams

CC Squad  
to build and execute  
chosen ideas

### On-Going Feedback And Communication

- + Feedback Tables
- + All-hands
- + Leadership Update
- + Quarterly teasers



# VOC

Fine Tuning:

- + Focus on 2 bottom items
- + Setting expectations
- + CC Squad criteria



# Launch & Implementation



## Retro

- + Preserve: CC Squad Leader
- + Improve: Sponsor for each CC Squad

○ Customer Need

○ PRD

○ Design

○ VOC

○ Launch

○ Implementation

○ Retro

# HR as a Product Model



## What's your next HR Product?

- + AI Implementation
- + Leadership Offsite
- + Change Adaptivity
- + Feedback
- + Growth & Development
- + Engagement
- + Collaboration
- + Talent Retention
- + Effective Meeting
- + Internal Mentoring

# HR as a Product - PRD

## Program's Focus

The Need:

KPIs (Success Indicators):

Target Audience:

## Required Resources

## Risk Mitigation

Predicted Barriers:

Optional Solutions::

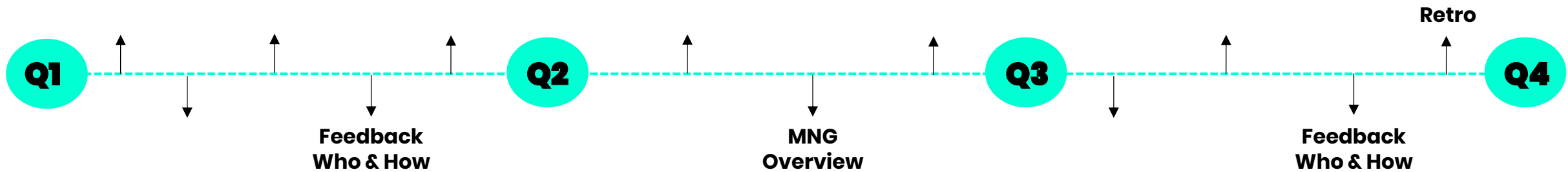
## Com. Plan

Brand:

Campaign & Teasers:

## Execution Timeline

Main Milestones & Time framing



○ Customer Need

○ PRD

○ Design

○ VOC

○ Launch

○ Implementation

○ Retro

# HR as a Product Model