



5 Secrets to Unlocking Your HR Career

From the Top 5% of Strategic HR

BY ADAM WEBER



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Introduction

Over the past 10 years, I’ve had the privilege of speaking with over 1,000 HR leaders. Time and time again, their stories have sounded the same: **They got into HR because they genuinely wanted to improve the lives of employees and make work better.**

But too often, their dreams of doing high-impact, culture-shifting work were quickly squashed with low-level administrative work, being disrespected and dismissed by executives, and bouncing from fire to thankless fire without being adequately appreciated. If they’re especially unlucky, they have become the company dumping ground or the corporate call center, where everyone goes with complaints. They are overwhelmed, feel disrespected, and experience their ideas and visions for positive change being constantly blocked.





Sounds exhausting enough, right?

Well, on top of that, many HR leaders find themselves with increased responsibilities, without the resources to go along with it—[only 35%](#) of HR teams will get more budget this year¹. Historically, HR departments only managed payroll, benefits, and compliance. Since then, workloads have ballooned to include advocating for company culture, overseeing manager performance, resolving conflict, and a whole lot more.

That's enough to overwhelm anyone. Perhaps that's why [98% of HR leaders](#) are feeling burnt out.²

Yet, in the midst of this, I've talked to a handful of HR leaders who have decidedly different experiences than the majority. They've gained executive respect, don't get blocked very often, are more proactive than reactive, and are doing the work they dreamed of doing when they got into HR.

HR THEN



HR NOW



What makes this 5% of HR leaders different from everyone else?

I've discovered five traits that each of these top HR leaders share, and in this eBook, I'll be taking a deep dive into them one at a time. But I won't just be sharing stories and insights — each section will also contain actionable prompts and exercises for you to complete, so you can take a page from their playbook, transform your career, and begin doing the work you dreamed of when you got into HR.

1. <https://www.xperthr.com/commentary-and-insights/2024-hr-budget-outlook-fewer-increases-will-harm-employee-experience/52734/>

2. <https://www.forbes.com/sites/jackkelly/2022/04/14/98-of-human-resources-professionals-are-burned-out-study-shows/?sh=2058d1546c022>





5 Secrets to Unlocking Your HR Career



The top-performing HR leaders have some key traits in common. Through my professional experience, on-the-ground research, and years of conversations with HR superstars, I've identified five secrets to unlocking a stellar HR career and making a lasting impact.

Secret 1: Speak the Language of the Business

HR leaders need to be bilingual.



I don't mean that you need to speak another language—although that'd be a great asset. I mean you need to speak the same language executives use when speaking to each other, aligned to the company's top priorities and using relevant internal acronyms.

There is a reason that many of the top, progressive HR leaders today came from other functions of the business like operations, sales, and customer success. These “HR transfers” in their previous roles would build their strategy and focus areas starting with the top business challenges, and once those were fully understood, they would create their own strategy in alignment. They know how to make everything they do tie into the larger company strategy, whether that's customer retention, improving bandwidth across teams, or just a better profit margin.

Too often, HR leaders get stuck in a silo because they fail to follow this process. They either use HR-specific language or create an HR strategy that feels detached from the top priorities in the business. Then when a new idea catches their attention, it catches the other executives off guard and warning flags immediately go up. In this scenario, executives still view the siloed HR department as either a cost center or extra work that is distracting, so the inclination is always to resist.





To succeed as an HR professional, every strategy, initiative, and pitch *has* to align with the organization's broader goals.

Speak to the executive team's goals, in a way they can understand, and you won't deal with the same roadblocks you've always dealt with. They'll have a better understanding of how your efforts affect the bottom line, and just how closely linked your goals and theirs can be. No more hard "nos."

Learn the organization's top three priorities until you can rattle them off with ease. If you don't know them, speak with leaders who can give them to you. These priorities become your priorities. They become your baseline for everything you do and everything you need to pitch. If the business's first priority is reducing customer churn, that's your first priority, too.

This isn't just about aligning what you do with the rest of the organization; it's the best way to get buy-in for projects that will transform your workplace.

Speaking the Language: Secret 1 in Action



Imagine your organization's top priority is "customer retention." As an HR leader, understanding what this means for your company is essential. You delve into capacity planning and realize the need to boost bandwidth for customer-facing teams.

Your initial instinct might be to propose adding more agents to the Customer Success (CS) team. However, upon pitching this idea to the CFO, you're met with resistance regarding additional headcount.





Here's where speaking the language of your organization's leaders becomes imperative. Rather than persisting with your original proposal, you pivot to align with the CFO's priority. You analyze the latest engagement survey and identify two areas within the CS team—role clarity and goal alignment—that can drive performance while enhancing customer retention.

Presenting these initiatives to the CFO, and emphasizing their impact on customer retention without necessitating additional headcount, leads to their approval.

By aligning HR initiatives with organizational priorities, such as reducing customer churn, you not only gain support from the executive team but also ensure your strategies directly contribute to business outcomes.

To further solidify your HR strategy within the business context, it's essential to back it up with evidence and metrics. This approach not only fosters executive buy-in but also enables you to create a focused and impactful HR strategy that drives meaningful results for the organization.



For more in depth advice on getting C-suite support for your strategic HR initiatives, check out 15Five's [Executive Buy-in Playbook](#).





Exercise: Speak the Language of the Business

Below are a handful of prompts and exercises to help you bring Secret 1 to life in your own organization.



What are the top financial drivers for your business?

List the top financial drivers for your business. These could include factors such as revenue growth, cost reduction, profitability margins, etc. Consider how HR initiatives can impact these drivers.

What are the three most important company initiatives this year?

These could be strategic goals, projects, or areas of focus identified by the executive team. Reflect on how HR strategies can support and align with these initiatives.

Create a glossary of key acronyms used in your organization.

Define each acronym and provide a brief explanation to ensure clarity and understanding among HR professionals and other team members. This can help ensure that all members of your HR team understand how to speak the language of the business.

Write a one sentence summary of how the current HR strategy aligns to the broader company strategy.

Consider the overarching goals and priorities of the organization and assess how HR initiatives contribute to achieving those objectives.





Secret 2: Use Metrics and Data to Back Up Bold Initiatives



Let's go back in time over 100 years ago when John Wanamaker, now considered a forefather of marketing and a department store pioneer, famously said, "Half the money I spend on advertising is wasted; the trouble is I don't know which half."

This quote speaks to the moment HR is facing right now. Gone are the days of gut feel and squishy ideas. Guesswork just doesn't fly anymore, and it doesn't need to.

The nature of the Internet and the platforms it enabled made it possible for marketing to go from merely placing ads, to understanding at a deep level how those ads performed. Marketing evolved from guessing and hoping to measuring and proving.

Today, it'd be considered professional malpractice for a Chief Marketing Officer to fail to demonstrate how their campaigns are delivering quantifiable outcomes. That's because CMOs have a robust set of platforms from digital ad networks to marketing automation software at their disposal. These tools directly connect their work and their investment back to business impact.





HR needs to do the same. We, too, now have the platforms and tools available to eliminate the guesswork and to show the real, tangible impact of our initiatives. Intuition isn't the way to move successfully through a business issue. You can't expect executives to simply leap with you without building a case for why they should leap without using compelling data.

Using data also gets HR leaders out of the vicious cycle we so often find ourselves stuck in, putting out one fire just to move onto the next. We become too busy to strategize, too busy to prioritize and too busy to take a deep breath.



It is data that will allow you to break out of this cycle.

The top 5% of strategic HR leaders use data to:

- **Prioritize:** HR teams have way too much on their shoulders as it is. With data, you can accurately identify true high-priority work.
- **Say no:** As much as every HR professional wishes they could solve every problem, they have to say no sometimes. Data can tell you when that's most appropriate.
- **Stay aligned:** Speaking the right language is just one element of staying aligned with the executive team. Backing up what you do with data is another.

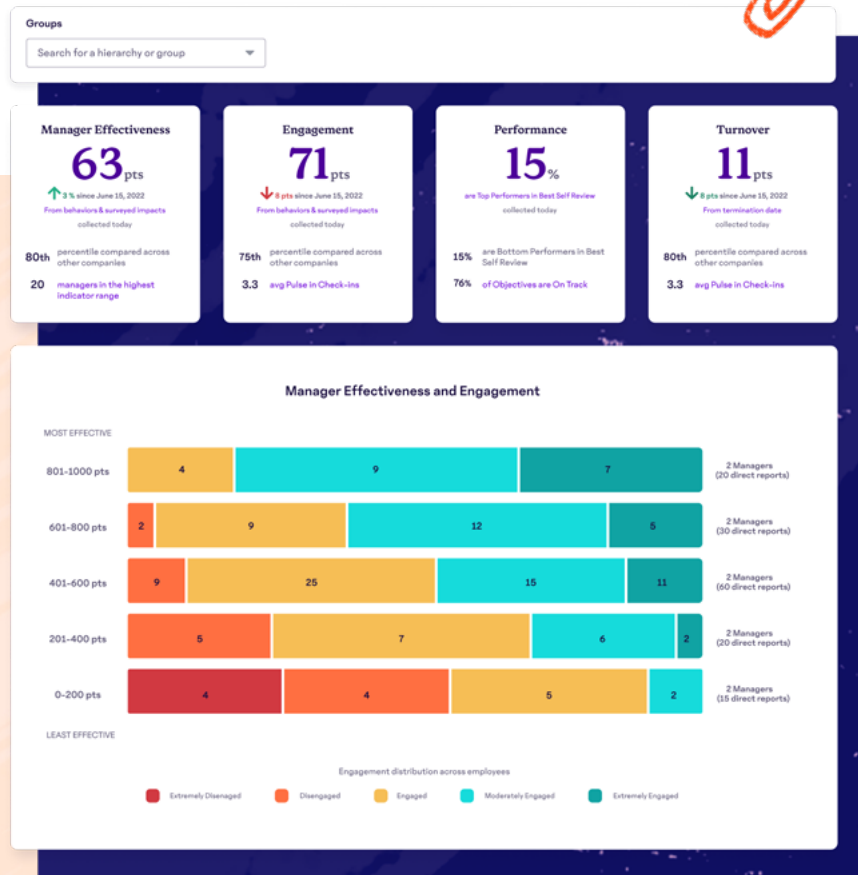
If data is overwhelming to you, it's not serving you. When data clarifies your work, it gives you conviction on where to spend your limited effort, bandwidth and budget. And equally importantly, it's in a language executives will respond to — something we've already established is crucial.





Showcase the value of your HR programs on business outcomes with 15Five's HR Outcomes Dashboard.

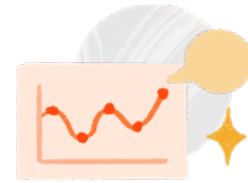
- Configure and customize the weighting of your metrics, or use our default recommendations.
- Quickly access metrics about the important outcomes you're driving: performance, engagement, manager effectiveness, and turnover – all in one place!
- Evaluate outcomes by group, manager, and more to identify where you should take action.
- Go to your next Board meeting, leadership call, or status update with easy-to-use, objective results that tie HR programs to business results.
- Prove the value HR has on the business.



Want to learn more about driving and measuring HR outcomes with 15Five?

[Get 15Five's HR Outcomes Playbook](#), or [schedule a demo today](#).





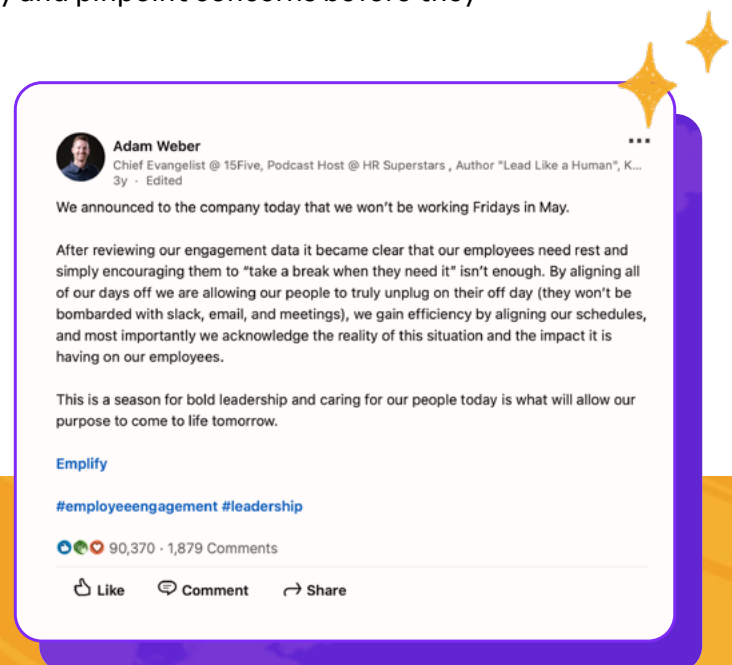
Using Metrics and Data: Secret 2 in Action

The best HR leaders are able to effectively use data to transition the mindset of the exec team from believing that HR is a cost center to believing that HR is a profit center. In order to achieve this, you need to focus on these outcomes that matter to the C-suite and have a reliable metric for each that will demonstrate how your work impacts the bottom line:

- **Maximizing employee performance** - 67% of employees report working harder for a manager who cares about their growth as a professional, but less than half say they have never had a conversation about their career vision. Strategic HR leaders inspire and measure growth with day-to-day practices that focus on individual strengths and goals, and the result is soaring performance.
- **Increasing employee engagement** - Understand engagement at the company, department, or team level, and slice and dice the data however you want to identify wins and challenges across any demographic. To take it a step further, compare progress over time and against other companies in the industry with benchmarking.
- **Decreasing regrettable turnover** - Be informed with real-time data. Through continuous feedback loops and customizable engagement, employee Net Promoter Score (eNPS), and manager effectiveness surveys, strategic HR leaders identify and pinpoint concerns before they impact retention.

Let's deep dive into a more specific example regarding employee engagement data.

Some time ago, I shared this post on my LinkedIn.

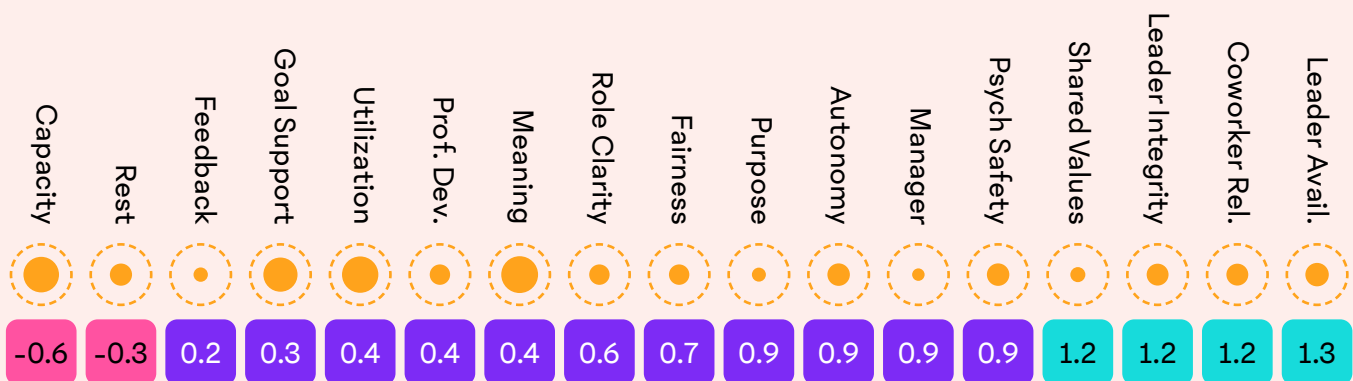




I'm proud of the bold initiative—giving more time to people to recharge—and the intuition that helped me come up with it. But here, I want to hone in on the data I used to back it up.

I had a strong gut feeling that people needed some extra support from their leaders, especially since everyone was going through a tough time (this was early on in COVID after all!). But looking at the data from employee engagement surveys helped me both pinpoint the issue and communicate it with leadership.

EMPLIFY DATA

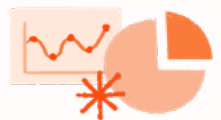


The two metrics on the far left represent the biggest problems the whole organization was facing:

- Not enough time to rest and recover.
- Not enough capacity to get everything done.

When you put the two together, the problem becomes obvious: everyone was dealing with some form of burnout.

Working with the HR team, we identified a solution: four-day workweeks for one month. When it came time to share the solution with leadership, data was the foundation of our pitch.



We used it to craft two arguments:

- “People aren’t doing their best work because they’re burnt out.”
- “A four-day workweek wouldn’t decrease productivity if everyone has the same day off, especially since no one’s bringing their A-game on day five right now.”

It worked. And data helped us make it work.





Exercise: Use Data to Back Up Bold Initiatives

Below are a handful of prompts and exercises to help you bring Secret 2 to life in your own organization.

Identify key metrics.

Name your top three most important metrics for the HR function. Consider factors such as employee performance, engagement levels, and turnover rates. These metrics should directly align with business objectives and demonstrate the impact of HR initiatives.

Need help? Read [The Ultimate Glossary of Performance Management KPIs](#)

Establish executive review cadence.

Create a cadence for reviewing your three most important metrics with the executive team. Determine how often these reviews will occur and establish a process for presenting the data in a clear and compelling manner. This regular communication ensures alignment between HR efforts and organizational goals.

Summarize a potential bold initiative.

Write a one-sentence summary describing how data is providing clarity for a bold initiative that could meaningfully impact the business. Reflect on how insights from key metrics have influenced your decision-making process and supported the development of strategic HR initiatives.

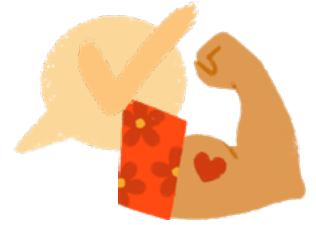
Audit alignment between metrics and company priorities.

Evaluate the alignment between your chosen metrics and the outcomes that matter most to the C-suite, such as maximizing employee performance, increasing engagement, and decreasing turnover. Consider whether your current metrics effectively measure progress toward these goals or if adjustments are needed.





Secret 3: Show Courage and Fight for a Yes When Pitching



How much do you believe in your ideas? In your work? In your people?

Being in the top 5% of HR professionals means being courageous about what you do—especially when pitching your ideas to leadership.

Have confidence and conviction in the ideas you put forth. To get there, do the prep, be ready for hard questions, and get yourself into the right headspace so you're ready to stand behind what you're about to share.

(For me, I do a light breathing exercise and I do a power pose in the mirror — don't judge; it works!)

And perhaps most importantly, be ready for that potential “no.”

Too many HR professionals take an initial no as a final answer. They allow carefully crafted plans and initiatives to die on the vine—even when they'll make a difference—because a leader gives them that no.

Executives scan for risk. If they sense a lack of confidence, they won't buy-in. In fact, many CFOs lead with a “no.” When that's where your pitch lands, that is your moment to lean in and get clarity. Recommit to your idea. If, say, your company's biggest HR issue is retention, for example, your retort could sound something like this:

“I'm very concerned that if we do nothing, we're going to continue to bleed cash and have retention issues. Remember, retention is the biggest issue for the business. With the information and data I have, I believe this is the best decision for the company, and I ask you to trust me to execute. I will be quick to share back progress and metrics so we can iterate as a team. I'm confident this is worthwhile, and I'm strongly recommending we approve.”

This takes guts, but if you can back up your idea with data, and if it's rooted in the context of the broader business, executives will appreciate your persistence.





I used to work in sales, and anyone in sales will tell you that the initial no is rarely a final no. Sure, it may lead to another no, but with a bit of extra attention it might be more than that. Many “yeses” hide on the other side of a no. You don’t want to be sticking your foot in the door—especially when you’re dealing with the top row of the org chart—but you shouldn’t let your ideas be vetoed without understanding why.

Have some conviction in the initiative or strategy you’re presenting. If you’re not ready to try and push past a no, even if that means asking some awkward questions, then you need to ask yourself why you don’t have more conviction in your pitch. Maybe it’s time to rework your pitch.



**Before accepting a “no”,
ask yourself the following:**

- Did you represent the idea fully?
- Did you share your concerns about sticking to the status quo?
- Did you try for a yes for a second time?
- Do you understand the business context for being rejected?

This is where courage comes into play. You need the courage to stick to your ideas past that initial no and to ask questions so you understand where it’s coming from.

But it also takes courage to know when you’re fighting a losing battle.

If you’re applying this approach consistently when you pitch new ideas, and you continue to get blocked, perhaps this isn’t a place where your work and impact is valued. Assess your situation and make a judgment call. What you do matters and you deserve to have your work valued.





Fighting for a Yes: Secret 3 in Action

Too many HR teams have their initiatives blocked by leadership that either doesn't understand their potential impact, or doesn't see how it ties into broader business goals. In these situations, you can usually blame the following process:

HR is viewed as a dumping ground and works reactively > HR offers a squishy idea based on intuition > An apathetic pitch is rejected.



Instead, go with this winning formula if you never want to have your initiatives blocked again:

Understand the broader business context > Use data to inform your actions > Make a courageous pitch that aligns with executives.



Let's break this winning formula down a bit more.

UNDERSTAND THE BROADER BUSINESS CONTEXT:

Take the time to fully grasp the broader business context within which your HR initiatives operate. Understand the organization's goals, challenges, and priorities to ensure your proposals are aligned with strategic objectives.

USE DATA TO INFORM YOUR ACTIONS:

Utilize data-driven insights to support your proposals and demonstrate the potential impact of your initiatives. Data provides a compelling foundation for your arguments and enhances your credibility with executives. Ensure that your data is accurate, relevant, and presented in a clear, accessible manner.

MAKE A COURAGEOUS PITCH THAT ALIGNS WITH EXECUTIVES:

Prepare thoroughly for your pitch, anticipating potential objections and questions from executives. Have confidence in the ideas you present and the value they can bring to the organization. Be ready to stand behind your proposals with conviction and resilience.





Exercise: Show Courage When Pitching

Below are a handful of prompts and exercises to help you bring Secret 3 to life in your own organization.



POSITIVE JOURNALING EXERCISE

Before any pitch meeting, engage in a positive journaling exercise to cultivate confidence and clarity in your messaging. Complete the following prompts:

The tone I want to bring in my pitch is _____

I believe the business needs this because _____

If I get initial pushback my response will be _____

POWER POSE AND POSITIVE SELF TALK

Prior to entering the meeting room, practice the power pose technique and engage in positive self-talk to bolster your confidence and mindset. Stand tall, adopt a confident posture, and repeat affirmations that reinforce your belief in the value of your initiative and your ability to effectively communicate it to stakeholders.

ROLEPLAY THE PITCH WITH A COLLEAGUE

Enlist a colleague or mentor to participate in a role-play simulation of your pitch meeting. Practice presenting your initiative, responding to potential objections or pushback, and maintaining confidence and composure throughout the discussion. Solicit feedback on your presentation style, messaging clarity, and overall effectiveness in conveying the value proposition of your proposal.





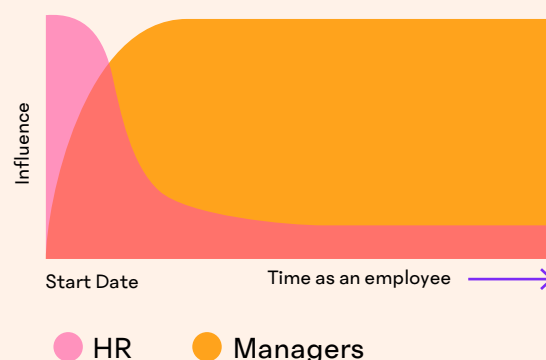
Secret 4: Activate Managers to Operationalize Your Work



When a candidate becomes an employee, HR has a lot of influence on their progress and performance. You can probably guess that this influence starts to wane over time, but do you know just how soon?

When a new hire walks in—or logs in—for their first day, HR has already lost a significant chunk of its ability to shape their experience and help them perform at their best.

Who influences an employee's experience



That influence drops sharply in the 90 days after their initial start date. Beyond that, HR has very little influence, and it all falls in the hands of the managers. It's why we say people don't leave their jobs, they leave their managers. The data backs that up:

63%

of employees say they are not impressed with their manager's ability to lead

40%

of employees say they could do a better job than their managers

25%

would be relieved to know their manager was leaving

33%

of HR time is spent addressing problems caused by poor managers

Source: 15Five 2023 Manager Effectiveness Report: <https://www.15five.com/2023-manager-effectiveness-report/>





Remember that graphic earlier where we showed you some of the responsibilities HR teams have picked up over the years? One of them was “improving manager effectiveness,” and with good reason. If you want to have a real impact on employee performance, you need to work with managers.

And that doesn’t mean just working *through them*.

HR Superstars know that management is a learned skill, and that they have a huge role to play in how managers learn it.

Activating Managers: Key 4 in Action



Activating managers means making their job easier. There are three main ways HR departments can support managers throughout the organization:

- **Standardize management expectations:** Inconsistencies among managers can seriously impact employee performance and, ultimately, turnover. A bad manager always seems worse when the next department over has a completely different experience with its managers.
- **Make support and resources available:** Managers should feel like they have opportunities to grow their skills. HR can play a pivotal role in making the path towards that growth clearer.
- **Assess effectiveness:** Your HR team should have access to tools that help identify performance issues in managers and provide support so they meet their challenges head-on.

To do this at scale, you have to be able to look at managers from a data driven perspective. Remember that concept I talked about in section 2? Gone are the days of squishy ideas and gut feelings. You must have the tools to see from a quantitative perspective which managers are performing well, which have room to improve, and where there are growth areas and trends collectively across the company where you, as a strategic HR leader, can improve your managers.





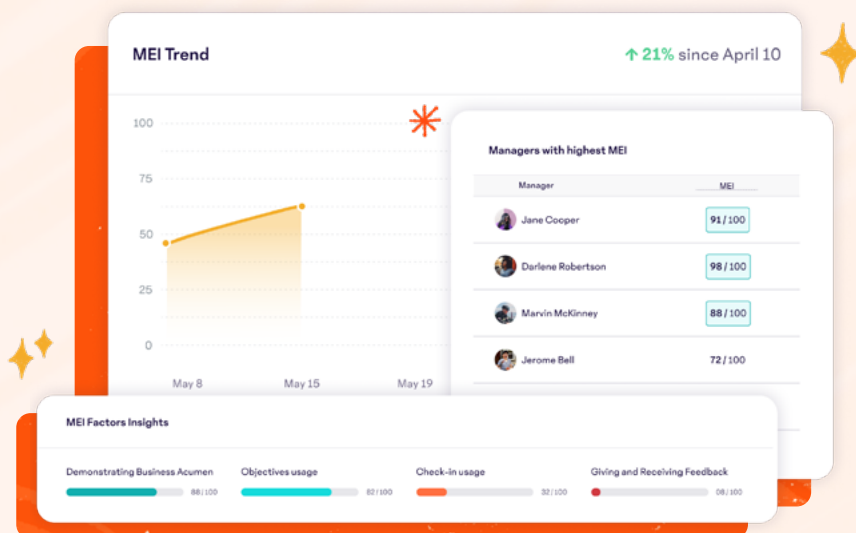
Measuring Manager Effectiveness with 15Five

Because we believe manager effectiveness is too important to the success of an organization to leave it unmeasured, we developed the [Manager Effectiveness Indicator \(MEI\)](#).

The MEI offers a holistic view of how effective your managers are, how they're impacting bottom-line metrics, and what you can do to help them improve. The tool uses data from 15Five to examine the skills, behaviors, and outcomes of a manager and their team.

Objective data points are based on behaviors in 15Five that reflect best practices of effective managers. These behaviors include setting and achieving goals, meeting 1-on-1 with direct reports, and providing recognition. The benefit of including objective data is that it is updated more frequently, allowing you to see changes in manager effectiveness much earlier. The weighting of this data can also be adjusted to emphasize behaviors you want to promote with your managers.

As you work to make improvements in your HR programs, the MEI allows you to see how those initiatives are impacting manager effectiveness. Data is calculated daily and includes insights on weekly trends. And, because the MEI is housed in 15Five's comprehensive performance management platform, you can then go on to see how increasing manager effectiveness has a positive spillover effect on things like engagement and retention.



Want to learn more about how to tell the difference between an effective manager and an ineffective one? And how can you replicate the success of “good” managers at scale? Check out [15Five's Manager Enablement Playbook for HR Leaders](#).





Exercise: Activate Your Managers

Below are a handful of prompts and exercises to help you bring Secret 4 to life in your own organization.

MANAGER INFLUENCE TIMELINE

Reflect on the influence HR has on new hires versus the influence managers have over time. Identify and list key touchpoints where HR can maximize its impact on employee experience and performance.

EVALUATE MANAGER INVOLVEMENT IN HR INITIATIVES

Consider the current HR initiatives in your organization. Reflect on the role managers are playing in these initiatives:

- How actively engaged are managers in supporting and implementing existing HR initiatives?
- What potential impact could increased managerial involvement have on the success of these initiatives?
- Brainstorm one actionable step you could take to enhance collaboration between HR and managerial teams in driving existing HR initiatives forward.

SET MANAGER EFFECTIVENESS GOALS

- Define 2-3 specific objectives for HR's role in activating managers.
- Ensure alignment with organizational objectives and priorities.
- Identify the resources needed to support bringing these goals to life.
- Determine how completion of these goals will be measured, and how the impact on manager effectiveness and business overall will be measured.





Secret 5: Share Your Impact

HR departments, more than perhaps any other within the organization, have to make their work as visible as possible.

Even if you have the first four keys to being a top-performing HR leader, you won't get very far without the fifth. Do your best work in obscurity and you'll struggle to make an impact.

The good news? It's within reach for all HR people.

Strategic HR leaders aren't ashamed of the work they do. They tell the world about it, and they do it often and through multiple channels. This is how they feed the furnace of culture, reminding everyone in the organization that they're all working together towards big goals that contribute to an overall mission.

By sharing your impact, you create a flywheel effect, which accelerates acceptance and facilitates buy-in whenever you share your next big idea.

HR leaders are storytellers. Use that gift to communicate what you've achieved—or helped other teams achieve. Leverage every communication method available to you. You'll quickly see the difference that makes.





Share your Impact: Key 5 in Action

When you're trying to share the impact of your work, you need to think like a content marketer. How would the marketing team share a big bit of company news or a campaign?

HERE ARE SOME POINTERS:

- Use multiple channels: Too many HR teams stick to a single newsletter or communication channel. Make your work as accessible as you can.
- Craft your message carefully: Speaking the language of executives and business leaders will allow you to share the impact of your work in a way they all understand.
- Share more than once: It's not as simple as sending a single message in Slack and calling it a day. Share updates on a regular schedule.
- Get help: If you're not sure how best to leverage your organization's communication channels, ask someone who does. Turn the employees directly impacted by your work into advocates for your other initiatives.





Exercise: Share Your Impact

Below are a handful of prompts and exercises to help you bring Secret 5 to life in your own organization.

LIST ALL OF YOUR POSSIBLE COMMUNICATION MEDIUMS.

Take a moment to jot down all the communication channels available to you within your organization. Include both traditional and digital platforms. Consider traditional mediums such as emails, newsletters, and meetings, as well as digital platforms like intranet portals, social media groups, and collaboration tools. Each of these channels offers unique opportunities to reach different audiences and convey your message effectively. By identifying and leveraging these mediums strategically, you can ensure that your impact is communicated widely and resonates with stakeholders across the organization.

IDENTIFY TWO SUCCESS STORIES (AND THEN SHARE WITH THE COMPANY!)

Reflect on recent HR initiatives or successes that you can turn into compelling stories. Write down two of these stories, making sure to highlight the impact they had on individuals or the organization as a whole.

When sharing success stories, keep them concise and impactful by including:

- **Context:** Briefly outline the problem or challenge addressed by the initiative.
- **Objective:** State the goals or desired outcomes of the initiative clearly.
- **Strategy:** Describe the approach taken to address the challenge and the actions implemented.
- **Results:** Share measurable outcomes and the initiative's impact on the organization.
- **Feedback:** Include any feedback or testimonials from stakeholders involved.
- **Lessons learned:** Reflect on key insights and lessons gained from the experience.
- **Next steps:** Outline follow-up actions or future plans related to the success story.





CREATE A CADENCE FOR SHARING UPDATES ON YOUR INITIATIVE INTERNALLY (INCLUDE ALL MEDIUMS).

Think about how frequently you should share updates on your HR initiatives and which mediums would be most effective for each update. Create a schedule outlining when and how you will communicate progress internally. Set reminders on your calendar to keep yourself in check.

IDENTIFY POTENTIAL ADVOCATES FOR YOUR INITIATIVES.

Consider individuals within your organization who could serve as advocates for your HR initiatives. These could be managers, team leads, or influential employees. Write down their names and how you plan to engage them in spreading the word about your initiatives.





Unlock Maximum HR Impact with 15Five

15Five is the performance management platform that helps HR teams become the high-performers they've always wanted to be while driving tangible business results. By continuously measuring engagement and performance throughout the organization, 15Five gives HR leaders the information they need to have an impact exactly where they're needed. 15Five allows leaders to align their initiatives with broader business goals while giving them the data they need to pitch their initiatives and prove their impact.

Here's how 15Five can help you bring the 5 secrets to supercharging your HR career to life within your organization:

SPEAK THE LANGUAGE OF BUSINESS



Successful HR teams get buy-in from the C-suite and other stakeholders. In short, they have to map people initiatives to the overall business strategy. 15Five's Performance Management and Employee Engagement tools generate data that you can use to learn to speak your C-suite's language, whether that's turnover, employee retention, or growing the bottom line.

USE DATA TO BACK UP YOUR INITIATIVES



Being able to source the data you need to justify your pitches—and identify trends that could impact the organization at large—can make you a highly-valued member of the HR team. With 15Five, you can get all that data at your fingertips.

15Five's HR Outcomes Dashboard allows HR teams to collect, analyze, and act on the data that matters most to your C-Suite, giving you everything you need to show how your initiatives can impact the organization.





SHOW COURAGE ★

Shaky pitches and failed presentations can usually be blamed on a single factor: not enough data. 15Five is your foundation for building convincing pitches and providing the proof you need to back up your initiatives at any point in their implementation—giving you the confidence to face down any objection and demonstrate the hard results you can bring.

ACTIVATE MANAGERS 👤

Track manager performance, identify growth opportunities, and more with the Manager Effectiveness Indicator, a science-backed metric built right into 15Five. Combine quantitative data with 360 feedback to get a holistic view of each manager's impact on employee performance, engagement, and turnover.

HR leaders can identify their strongest allies in high-performing managers and find opportunities to help all managers grow into their role.

SHARE YOUR IMPACT 🎤

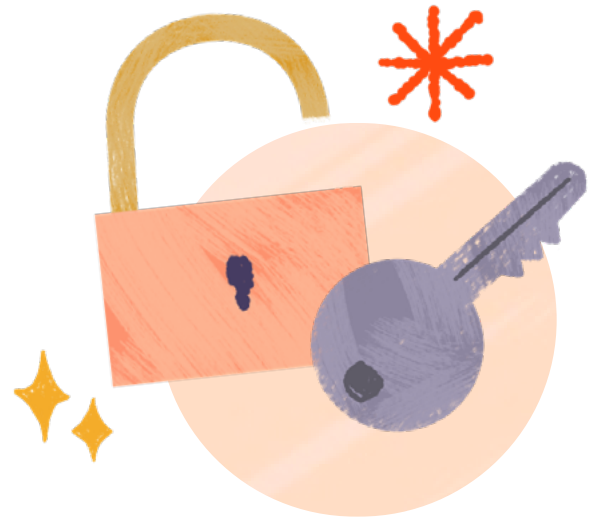
Your HR career depends on communicating the impact of HR initiatives to the C-suite and other stakeholders. With 15Five, you can measure the direct impact of your initiatives on metrics like regrettable turnover, employee engagement, and employee performance. From there, generate reports that clearly outline what you've accomplished and share them with the world.



Ready to take your impact and your career as an HR leader to the next level?

Schedule a demo today.





Sources

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- <https://www.forbes.com/sites/jackkelly/2022/04/14/98-of-human-resources-professionals-are-burned-out-study-shows/?sh=7c50380b6c02>
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About 15Five

15Five is the holistic performance management company. 15Five equips HR teams with a complete, single-platform solution to improve manager effectiveness, drive high performance and engagement, and increase retention. By combining easy-to-use software with coaching, manager training, and a thriving professional community, 15Five's approach provides HR leaders with everything they need to achieve their strategic people objectives. 15Five offers a full suite of products including 360 performance reviews, in-depth engagement surveys, robust goal & OKR tracking, and weekly manager-employee feedback tools like 1-on-1s and pulse ratings. Together, all of these enable HR leaders to continuously measure engagement and performance within the flow of work and then empower their managers to drive change from the bottom up. HR leaders at over 3,400 companies, including Credit Karma, Spotify and Pendo rely on 15Five's software and services to make their talent a growth driver.

For more information, visit www.15five.com.