

## News on Palco 23

- Bikes in Spain grow 6.4% this year  
<https://www.palco23.com/entorno/el-valor-de-la-produccion-de-bicicletas-en-espana-crece-un-64-hasta-septiembre>
- Australia backs off the World Cup 2034  
<https://www.palco23.com/competiciones/australia-se-retira-de-la-carrera-para-albergar-el-mundial-2034>



# Topics

- 1) Managing talent
- 2) Identifying Talent
- 3) Developing talent
- 4) Compensation & Benefits
- 5) Internal communication
- 6) Strategic Plan of HR



# Managing Talent

Culture, Engagement, compromise

Identifying Talent

Developing Talent

Retaining Talent

The Basics of HRM



## Identifying Talent - KPI'S

- **Recruitment Effectiveness** - Performance and employee satisfaction
- **Rotation** - Total talent / new employees
- **Plans to retain talent**



# Talent Development

- Did this employee achieve “X” or “Y” KPI?
- Trainings
- Process of Evaluation



## Compensation & Benefits

- % Yearly salary increase (5%)
- Bonus commission for the sales people if they achieve KPI 's
- Offer employees medical insurance, company car, gym memberships
- Money for their personal development



# Compensation & Benefits

VERTICAL	OBJECTIVE	KEY RESULT	DRI	TEAM	PRIORITY
Sales	30 meetings a month	Reaching "x" leads, "x" leads fill in	Find new ways to scrape	Damaso	High
Sales	Increase the percentage fo conversion	Increase the percentage fo conver	Ask for feedback from players why t	Damaso	High
Sales	Increase percentage of first meeting	Increase percentage of first meetin	Ask for feedback from players why they	damaso	High
Sales	increase percentage of second meeting	from "x" percentage rate to "x" perc	Ask for feedback from players why they	Ivan, David	High
Sales	Increase percentage of signing contract	Feedback del jugador y agencia		Ivan, David	High
BD	Increase our university collaborations	3 meetings with coaches per week	Contact via email/linkedin/twitter	David	Medium
BD	Agency Collaborations	Increase collaboration with agencie	In the process of athletes USA	David	Low
Marketing	Increase organic visibility	" Tell ana number of posts they are doing and what kind of posts in each		ana/cristina	medium
Marketing	Podcast	1 podcast per week	Find new coaches + pro players to c	David	low
Marketing	Create monthly content for social media	1 video every 2 weeks, 4 reels per	Top most searched topics on Esport	Ivan	low
Marketing	Collect insights of what content works	Define content strategy of what wo	Metrics of content, content of compe	ana	low



# Strategic Plan For HR

## Questions to have in consideration:

- What is the value proposal of our company?
- What does the company's talent value in the organization?
- Am I effectively managing the talent within my organization?





# Strategic Plan For HR

## Where we come from (starting point)

- What we are doing right, what we are not doing write.

## Where is want to be

- What is our ambition
- What are our key projects



# HR Policy

## WHY?

- To guide the team and help them make decisions about a certain topic

## It includes:

- What policies are targeted to who in the organization
- Processes and procedures that need to take place if “x” happens
- What can be done and what can't be done



# HR Policy

## General Policies

- Talent selection policy
- Training Policy
- Internal Communication Policy
- Benefits & Compensation Policy

## Specific Policies

- Employee or team performance evaluation
- Objectives and goals Policy
- Hiring Policy

