



Optimal HR  
Group

# Building Relationships for Optimal Performance

International Solutions for your **Local** Needs  
Local **Solutions** for your International Needs

• Athens • Nicosia • Dubai  
• Abu Dhabi • Lagos • Manama

# WHO WE ARE

- Since 2005 Optimal HR Group provides **unparalleled, bespoke HR services** to large organizations and SMEs operating in the EMEA region

- We pride ourselves on delivering a **360° business support platform** to our clients through 3 divisions:  
Talent Acquisition & Talent Management, Consulting, and Workforce Management

- Our **dedication and enthusiasm**, aligned with the global demand for **professional expertise**, led to the creation of branch offices in the UAE, Nigeria and Cyprus

# MISSION VISION & VALUES

## OUR MISSION

Our mission is to combine advisory and consulting services with the world's most innovative and respected tools in order to provide our clients bespoke HR solutions which will assist them to **maximise the value** of their human capital and strengthen their core business model

**MISSION**

## OUR VISION

Becoming our clients' trusted boutique HR firm, offering them a 360° approach, innovative tools, and tailor-made solutions to **help them benefit** from the optimal performance of the individuals and teams comprising their human capital

**VISION**

**VALUES**

## OUR VALUES

We are what we do, and we stand by our principles of **Integrity, Equality, and Accountability**

**Integrity** means we're open with our colleagues, our clients and those who entrust us with their future

**Equality** means we provide everyone involved with the same opportunities to succeed

**Accountability** means we take responsibility for the outcome of our work, whether we succeed or fail to accomplish goals

# WHAT WE DO

## Talent Acquisition & Talent Management

- Search & Selection / International Mobility
- Assessment
- Outplacement
- HR Development Systems
- Coaching
- Training

## Consulting / Advisory

- Learning and Development
- Customer Experience
  - all about Loyalty
  - all about Hospitality
  - all about Retail
- GRID - Organisational Culture Change

## Workforce Management (currently not offered in Nigeria)

- Temp Employment Services
- Contract / Project Employment
- Payroll & Employment Advisory Services

# WHAT WE DO

Talent Acquisition & Talent Management

We become your trusted partner,  
offering bespoke solutions  
We focus on your business' internal  
environment and culture and assist in the  
creation of effective relationships and trust

## Search & Selection

How you benefit

- Large talent network of high caliber candidates for local & global assignments
- Highly qualified consulting teams with long-term experience in local and global markets
- Outstanding methodology and customer experience
- Expertise and commitment to ethical business standards

# WHAT WE DO

Talent Acquisition & Talent Management

Through our extensive global network we have access to high caliber candidates from around the world

## International Mobility

How you benefit

- Global agreements, guarantees, and key account services
- Cross-border services, including multi-country searches
- Global & Local intelligence on market conditions, positions, and practices

# WHAT WE DO

## Talent Acquisition & Talent Management

Our market knowledge, network, and active research in the employment market provide us with a competitive edge to deliver outstanding results. We bring a holistic perspective, helping you take care of your employees

## Outplacement

Our experts in global markets can support your impacted employees with international career transition solutions through our partner networks

### How you benefit

We offer a personalised service for each participant, which includes:

- Career Workshops
- Skills & Personality Testing
- Professional Branding
- Job Search Networking
- Career Coaching

# WHAT WE DO

Talent Acquisition & Talent Management

We can help you achieve meaningful change and optimal results through world-class people development strategies

## Assessment & Development

How you benefit

- Each assignment is customized to the specific objectives and dynamics of your organization
- Our consultants bring a global perspective combined with in-depth knowledge of local markets and experience

We provide world-class assessments through our partnership with Advanced People Strategies, UK

### Individuals

- Cognitive ability
- Emotional intelligence
- Motivation
- Personality

### Teams

- Team climate & culture
- 360 multi-rater feedback
- Team strengths



# WHAT WE DO

Talent Acquisition & Talent Management

Our specialised teams are here to support you, empowering your processes in order for the optimum results to be achieved

## HR Development Systems

We assist you to:

- Create Mission & Vision
- Set-up Policies & Procedures
- Organise Manpower Planning & Retaining Systems
- Initiate Succession Planning & Career Development
- Design Performance Appraisal & Management Systems
- Actualise Learning & Development Systems
- Initiate Team & Individual Assessment
- Develop Organisational Chart, Job Analysis & Descriptions
- Set-up Compensation & Benefits System

# WHAT WE DO

Talent Acquisition & Talent Management

We coach in self-direction, self-supporting change through awareness, looking into the unique strengths of each person and build on what one does well

## Coaching

Executive / Corporate Coaching      Team Coaching

A personalised plan is designed to enhance performance at the workplace, augment skills in working with others, and maximize the potential and performance of organizations and teams

What makes the difference in our approach

- Engaging leaders at all levels
- Achieving results through relationships, the most effective path to commitment, creativity, and performance within organizations
- Setting expectations and holding accountability
- Coaching your leaders to become coaches

# WHAT WE DO

Talent Acquisition & Talent Management

We offer bespoke training solutions based on experiential learning in order to meet specific organizational development needs and integration of the new learning into the corporate culture

## Training

Training is tailored to specific topics and times and can be run as modular, over a longer period of time

Some of the topics we work with:

- Sales
- Customer Service/Experience
- Conflict Management
- Leading & Managing Change
- Leadership & Women
- Presentation skills
- Negotiation skills

# WHAT WE DO

Workforce Management (currently only for E.U)

How you benefit

We offer a complete, comprehensive, and hassle-free service, to help you cover your periodic or seasonal staff needs, under a temporary employment contract

- Our invoices are considered an expense for your company, while you also benefit from VAT
- You get to try something new without creating competition among, or increasing demands from, the existing personnel
- The periodic renewal of staff allows for maintaining the compensation at desired levels, while sustaining the dynamism and enthusiasm of your human resources

# WHAT WE DO

Consulting - Training and Development

We design customized solutions & action plans, completely tailored to your needs and expectations, focused on the intended results

## Customer Experience

### all about...Loyalty

Optimal HR Group represents Chris Daffy with our services called “**all about...Loyalty**”.

It's a holistic approach that focuses on maintaining and increasing loyal customers through & Customer Experience Management

We assist you to:

- Improve customer-centric culture
- Increase employee engagement
- Optimize procedures, policies, and systems using the customer-centric philosophy
- Achieve a competitive advantage
- Increase customer loyalty
- Improve the company's KPI's and business results

all about...Loyalty comprises of a set of integrated actions and practices that rest within three pillars

### Assessment Services

- Observation and Recording
- Internal climate survey
- Selection and Designation of the group of Ambassadors in the company
- Consulting Support for the Human Resources Department

### Training Services

- Training of Management team
- Training of Ambassadors team
- Training of all Personnel
- Certification

### Coaching Services

- Review and Optimization of procedures and policies
- Implementation of tools and project metrics
- Increase of engagement through Gamification
- Evaluation

# WHAT WE DO

Consulting - Training and Development

## all about...Hospitality

is a consulting and training program designed in a modular basis, covering all aspects of the hospitality industry, which enhances the guests' experiences and aims at securing their lasting loyalty

Customer Experience  
all about...Hospitality

We assist you to:

- Increase revenues and profit margins
- Enhance guests' experiences before, during, and after their stay
- Optimize your business to deliver outstanding digital interactions

- all about...Hospitality, helps to increase revenues with six independent services:

### **Assessment**

**We define** the areas of improvement by evaluating all business processes

### **Revenue**

**We boost** revenues by selling the Right room to the Right client at the Right moment and at the Right price\*

### **Digital + Branding**

**We strengthen** your digital presence in order to maximize exposure and assist the business increase its revenues

### **Talent Acquisition & Talent Management**

**We aim** at creating long-lasting relationships by placing the most suitable person in the most suitable position

### **Training**

**We fortify** the competitive advantage by providing your personnel with proven knowledge & skills for optimal performance

### **Guest Loyalty**

**We enhance** the growth of customer loyalty by using the Customer Experience Management and Customer Loyalty Management tools

*\*through the Right channel with the lowest possible commission*



# WHAT WE DO

Consulting - Training and Development

## all about...Retail

is a Consulting & Training program designed in a modular basis, covering all aspects of the Retail business, which enhances Customer's Experience with the aim to build long-life Loyalty

Customer Experience  
all about...Retail

We assist you to:

- Enhance customers' experiences before, during, and after their visit
- Increase revenues and profit margins
- Optimize your business to deliver outstanding digital interactions

- all about...Retail, comprises of seven independent services ideal for your Retail Business:

### **Branding & Design**

Retail Branding & Design Management is a total retail design proposal and implementation plan

### **Consulting**

We support companies at all levels, to achieve their goals, grow their businesses, and convert problems to challenges by launching a fresh and innovative perspective

### **Digital Experience**

We implement the full Multimedia in-store package, from designing Digital Systems & Equipment to content strategy and social media strategy with tailor made campaigns

### **Talent Acquisition & Talent Management**

We employ best-in-class candidate sourcing tools and innovative technologies in order to ensure a tailored approach for every client

### **Learning & Coaching**

We motivate human resources to offer great customer service and increase sales at the same time, using a blended learning methodology

### **Customer Loyalty**

We help Retail Businesses grow Loyalty of their Customers by using Customer Experience and Loyalty Tools

### **Market Research**

We provide a full range of retail studies and researches for retail consumers that determine the areas of possible challenges

# WHAT WE DO

Consulting – Culture Change

We give our clients the power to develop cultures that constantly reinforce standards of excellence

## GRID –

### Organisational Culture Change

- We represent **Grid International Inc.** the world leading authority on working with organisations on developing their corporate culture
- We work with clients to help them maximize their human capital potential. Every change strategy is different and every challenge unique, but the patterns of group dynamics and culture are universal
- Having a clear understanding of these patterns and how they work is essential for mobilising both small and large groups of people. All change efforts begin by understanding the culture in place and how to harness those forces

# WHAT WE DO

Executive Education – Leadership Transformation

Leveraging the Drake University signature learning experience, the executive education program of choice for Fortune 200 and 500 companies combines a unique opportunity to maximize learning and development while minimizing time away from the office

## LEADING OTHERS

We are collaborating with Drake University's Executive Education Center as authorised representatives of their flagship, Leading Others, program internationally

Encompassing nearly 100 hours of orchestrated learning, the program is completed over a nine month time period and is supported by a cross-industry cohort across two key international business hubs: Dubai and London

Through a combination of executive coaching and two highly interactive classroom weeks, you move through the four program components (Leader Readiness, Leader Development, Organization Performance, and Leadership Sustainability) actually implementing as you learn



Dates: 14 October 2018 –  
25 April 2019

[www.optimalhrgroup.com](http://www.optimalhrgroup.com)

# WE DO MORE



Creative  
Pharma Services

**Creative Pharma Services SA** is a full function CRO with EU reach that can accommodate part or full clinical, medical, PV and regulatory projects of all levels of complexity

Creative PHS' mission is to help create a better future bio-pharma business environment, to continually improve the quality of its services, and to prepare highly-skilled associates performing with outmost quality and professionalism

## Pharma Services

### Major field of services:

- Clinical Research (Interventional clinical studies Phase I-IV)
- Medical Affairs
- DM & Biostatistics
- Pharmacovigilance
- Regulatory Affairs
- Quality Management (Audits/Inspections)
- Training and Education
- Outsourcing CT experts
- Talent Acquisition & Staffing (specializing in the pharmaceutical sector)



Creative  
Pharma Services

## Certifications

- ISO 9001
- ISO 27001
- GDPR under implementation



Management  
System  
ISO 9001:2008  
Valid until:  
2018-08-04



[www.tuv.com](http://www.tuv.com)  
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# EXCLUSIVE REPRESENTATIONS



- APS Assessment and Development tools bring the latest personality research and products to our business community to help build an effective organisation



- We represent the Academy of Service Excellence in Greece, Cyprus, and the UAE which is the brainchild of Europe's leading customer service and customer loyalty specialist, Chris Daffy. He envisaged bringing a team of highly experienced and proven professionals together to change the way businesses engage and manage their customers and their all important experiences



- We are the authorized representative of the Drake University's Executive Education Center on their flagship, "Leading Others" Leadership program internationally. Leveraging the Drake University signature learning experience, the executive education program of choice for Fortune 200 and 500 companies combines a unique opportunity to maximize learning and development while minimizing time away from the office

# EXCLUSIVE REPRESENTATIONS



- TACK specialises in open courses and tailored in-company training programs on a variety of topics within the areas of sales, personal development, management and leadership.
- Areas of focus
  - Sales & Sales Leadership
  - Leadership & Management
  - Safety, Health & Environmental Sustainability
  - Soft Skills / Personal Development



- SOCAP International represents a thriving global profession of best-in-class customer care experts across all industries. SOCAP International is a member-driven organization committed to promoting customer care and customer engagement as a competitive advantage in business



## DIRECT PRESENCE

Athens, Greece

Nicosia, Cyprus

Dubai & Abu Dhabi, UAE

Lagos, Nigeria

Manama, Bahrain

## PARTNER NETWORKS



Group  
YOUR JOB, OUR WORK

40 countries  
4 continents



16 offices  
42 countries



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