



Company profile

www.optimalhrgroup.gr

Who
we
are



Our purpose is to enable professional teams and individuals grow in different and fulfilling ways.

We are a team of people inspired by human potential.

We are fearless believers in continuous change, learning and creative thinking.



Our story began in 2005. Since then, we have been providing our innovative services to large organizations and SMEs operating in the EMEA region.

Our philosophy is based on the cornerstones of constant adaptability, broad vision and solid experience.

Our spirit consists of unique, human-centric values that bring our culture to life.



A PIONEERING
DEFINITION OF HR



FROM HUMAN RESOURCES
TO HUMAN REINFORCED



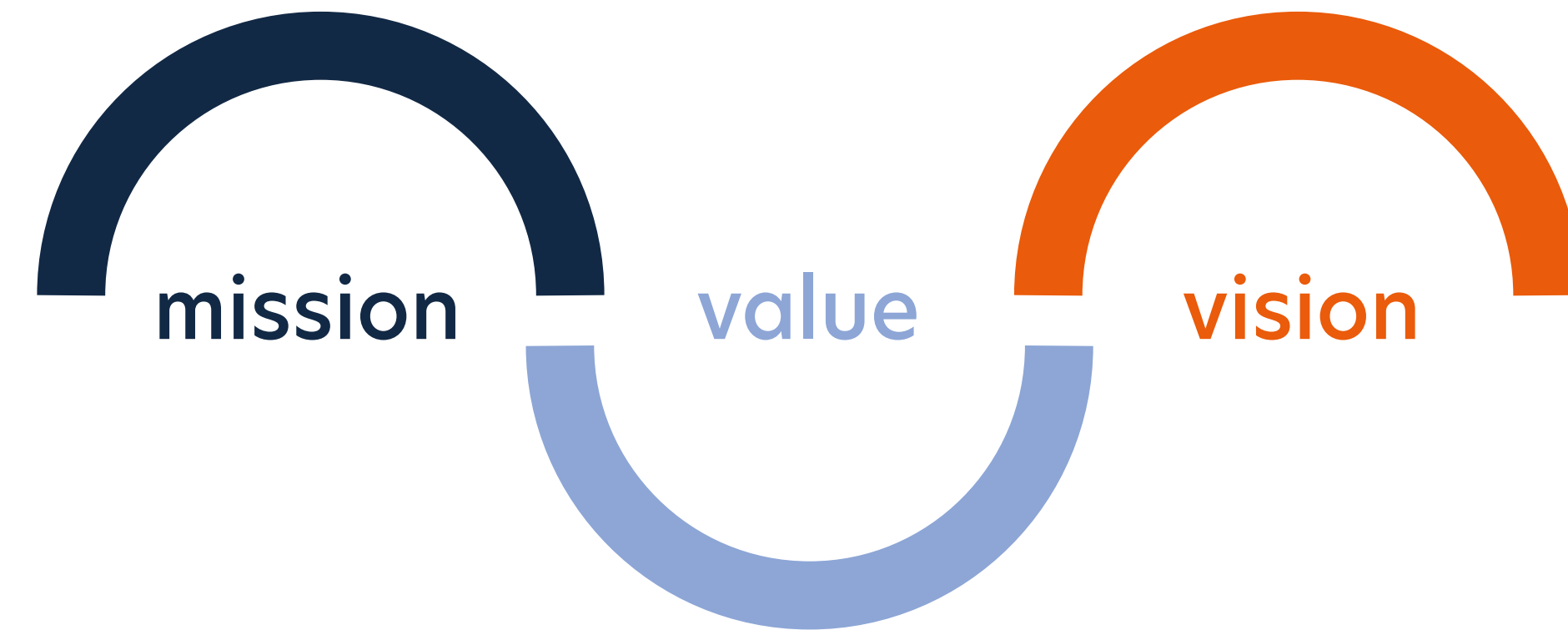
What we stand for

Our mission

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

Our vision

To be our clients' trusted boutique HR firm, offering them a 360° approach, innovative tools, and tailor-made solutions, so they can benefit from the optimal performance of the individuals and teams comprising their human capital



Our values

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

Equality: we provide everyone involved with the same opportunities to succeed

Accountability: we assume responsibility for the outcome of our work, whether we succeed or fail

**A BUSINESS MODEL
BASED ON HOLISTIC
INNOVATION**



Our services

HR SERVICES

WORKFORCE MANAGEMENT

- Temp Employment Services
- Contract / Project Employment
- Payroll Services
- Services for companies with no legal entity in Greece

OUTPLACEMENT

- Resume & LinkedIn Profile Optimization
- Digital Networking Advise
- Interview Preparation
- Business Coaching & Careers Insight

TALENT ACQUISITION

- Search & Selection
- Assessment

HR STRATEGY & TALENT DEVELOPMENT

- People assessments
- HR Systems & Organizational structure
- People & Culture Surveys

RECRUITMENT

- Search & Selection
- Assessment

LEARNING & CONSULTING SERVICES

LEARNING & DEVELOPMENT

- Customer Experience (CX) & Loyalty Experience Management
- Employee Experience (EX) Management
- Learning Programs (Leadership, Sales, DEI, Well Being etc)
- Coaching

NEURO CONSULTING

- Neurotech Marketing Research
- Neuro HR Research
- Brain-Based Training
- Neuro Advisory



Workforce Management

WHAT WE DO

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

WHAT WE OFFER

- 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 resource



Talent Acquisition



WHAT WE DO

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.

WHAT WE OFFER

A single point of contact, status reports and search services across countries when needed

A large talent network of high-calibre candidates for local & global assignments

Highly qualified consulting teams with long-term experience in local and global markets

An outstanding methodology and customer experience

Expertise and commitment to ethical business standards

We guarantee
A reliable, timely, and effective delivery

Outplacement



With our global market knowledge and partner networks we can support your employees take their next step, discover new possibilities and reduce the time it takes to find a new job.

WHAT WE DO

Whether you need support for one person, or a full onsite career centre, our holistic perspective helps you take care of your outgoing employees with programs customized to fit your organization's needs and tailored to serve the individuals.

WHAT WE OFFER

A personalised service for each participant, which includes:

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

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HR Strategy & Talent Development

WHAT WE DO

Our specialised teams develop robust, insight-driven talent development strategies, redesign your HR & talent development processes and programs, with solutions and services that enable you to make fact-based decisions and smarter investments in people.

WHAT WE OFFER

- > We partner with you to develop tailor made talent development strategies and approaches that intertwine with your business operations and strategic goals
- > Our solutions allow you to tap into the power of strategic workforce planning and to implement strong, efficient and measurable approaches that will improve business agility and performance

We assist you to:

- > Identify and/or validate key areas of motivation and discontent among your employees by conducting engagement and opinion surveys
- > Improve and sustain high morale and motivation among high calibre employees by designing concrete employee excellence programs
- > Clearly understand employees' strengths and development needs by organizing customized development centers for all levels of your talents
- > Diagnosing individual and team strengths, build trust, develop productive relationships, foster mutual respect and measure result

We work closely with you to:

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

Recruitment



WHAT WE DO

We efficiently find & assess the most suitable candidates to meet your high-volume recruitment needs in a short amount of time, for any position, while giving you an in-depth approach of the market.

WHAT WE OFFER

- An extensive candidate pool
- Fast & efficient recruitment process
- Improvement on your employer branding
- Short-term and flexible solutions
- Guidance regarding the market



Learning & Development

WHAT WE DO

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

We explore how your people experience the working environment and plan, design and manage action plans towards the ideal workplace.

WHAT WE OFFER

Apply CX program to your business to:

- > Enhance your customer-centric culture
- > Increase employee engagement
- > Optimize procedures, policies, and systems using the customer-centric philosophy
- > Achieve a competitive advantage
- > Increase customer loyalty
- > Improve your company's KPI's and business results
- > Extensive diagnosis of the current status in systems, processes, workflow and dynamics
- > Conduct interactive workshops with employees to build on corporate values and principles
- > Actualize corporate values into behaviors and competencies
- > Coordinate work teams across the organization to highlight employee experiences and Moments of Truth
- > Programme manage of employee experience management initiatives by establishing transformation project governance tools, procedures and methodologies
- > Advise senior HR and Business stakeholders on courses of actions towards a great place to work
- > Interwine with Customer Experience strategies to significantly contribute to Organisation's ROI increase



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Learning Programs



WHAT WE DO

We offer bespoke learning solutions based on experiential learning in order to meet your specific organizational development needs and to integrate the new learning into the corporate culture.

WHAT WE OFFER

Help your people develop their skills and competences and your business become more competitive through learning programs. It may be tailored to your needs on specific topics and times and can be run as modular, over a longer period of time.

Some of the topics we work with:

- > Leadership Programs for top and middle level managers
- > Leadership & Management programs for new managers
- > Leadership & Women
- > Diversity Equity Inclusion (DEI)
- > Sales & Sales Management programs
- > Well being
- > Time Management
- > Negotiation Skills

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Neuro Consulting

WHAT WE DO

We provide our clients the power to decode and understand how consumers' minds actually work.

WHAT WE OFFER

Neuro adds scientific precision to your marketing efforts by helping you better design products/services, retail environments, communications and campaigns, digital channels etc.

We assist you to face business challenges such as:

- > Internal communications
- > Corporate Communications
- > Corporate Mission, Vision and Values
- > Customer Engagement
- > Employee Engagement Creative Process Management
- > Innovation Management
- > Recruitment and Onboarding
- > Skills Development & Employee Assessment



Neuro Consulting Services

NEURO MARKETING

Emotions drive behaviour. Your customers' emotional and unconscious reactions to your brand reveal much more than what they "think" about it. Neuro adds scientific precision to your marketing efforts.

NEURO RESEARCH

The company performs its research projects by using a variety of neuro technology, such as Electro-encephalography, Eye-tracking, Emotional Face Analysis, Biometrics, Emotional Voice Analysis and others.

NEURO TRAINING

Help your people develop brain-friendly skills in management and communications in order to engage, convince and achieve more at work. We offer a variety of training options depending on the focus of your team.

**PRACTISING INNOVATIVE
METHODOLOGIES
DELIVERING UNIVERSAL
RESULTS**



International Mobility

WHAT WE DO

Our in-depth knowledge of local markets and practices, along with our established network of high calibre candidates globally, makes us your ideal partner when it comes to mobility.

WHAT WE OFFER

- International Solutions for your Local Needs, Local Solutions for your International Needs
- We help you grow an effective organization by providing you with high quality, reliable service worldwide, global market intelligence and strong networking
- We combine proprietary databases, technology sourcing, direct sourcing, and the strength of a core research group in a tailored approach for every client

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- 29 countries
- 4 continents



Coaching



WHAT WE DO

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.

WHAT WE OFFER

- We design bespoke executive, corporate and team coaching programs
- 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



**PARTNERING WITH
GLOBAL HR PIONEERS**



Exclusive Representations



Gi Group Holding is one of the world's leading providers of services for the evolution of the labour market.

Through a global staffing and recruitment business ecosystem that counts with six individual, yet complementary brands - Gi Group, Gi BPO, INTOO, Wyser, Grafton, Tack/TMI - providing a full suite of staffing and recruitment services.

Gi Group Holding is the 5th largest European staffing firm.



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



We represent Career Star Group in Greece & Cyprus. Career Star Group is a leader in the local delivery of career transition, outplacement and redeployment services. Career Star Group offers solutions for any situation, from one person to a company-wide change, in one city or around the world. With experience in 102 countries, 2.160 highly qualified career transition coaches, enabling over 80.500 individual transitions in 5.250 companies each year.



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





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