



# Optimal HR Group

BUILDING RELATIONSHIPS FOR OPTIMAL PERFORMANCE

ATHENS | NICOSIA | ABU DHABI

## 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 4 divisions:

- Talent Acquisition & Talent Development
- Learning Services
- Workforce Management
- Neuro Consulting

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

## WHAT WE STAND FOR

### 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

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

### VALUES

### VISION

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 OFFER

### TALENT ACQUISITION & TALENT DEVELOPMENT

- Search & Selection
- Talent Development
- Outplacement
- Assessment
- HR Development Strategy

### LEARNING SERVICES

- Customer Experience
  - all about loyalty
  - all about retail
  - all about hospitality
- Learning Journey Management
- Training
- Coaching

### WORKFORCE MANAGEMENT

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

### NEURO CONSULTING

- Neuro Marketing
- Neuro Research
- Neuro Training



# 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 provide across countries search services where needed
- An outstanding methodology and customer experience
- A large talent network of high caliber candidates for local & global assignments
- Highly qualified consulting teams with long-term experience in local and global markets.
- Expertise and commitment to ethical business standards.

We guarantee:

A reliable and effective delivery

# TALENT DEVELOPMENT

## WHAT WE DO

Whether your need is to develop a robust, insight-driven talent development strategy or to redesign your talent development processes and programs, our solutions and services 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

# 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

## PARTNER NETWORKS





# OUTPLACEMENT

## 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

- 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

A personalised service for each participant, which includes:

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

In partnership with





# ASSESSMENT

## WHAT WE DO

We help you achieve meaningful change and optimal results through world-class psychometric assessment tools and platforms customized to the specific objectives and dynamics of your organization

## WHAT WE OFFER

- 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), Ascot Consulting (UK) and ISON Psychometrica (GR) aiming to support you in evidence-based decision making for either talent acquisition or talent development in your organizations

### INDIVIDUALS

- Cognitive ability
- Emotional intelligence
- Motivation & Values
- Leadership development
- Personality

### TEAMS

- Team climate & culture
- Engagement surveys
- 360o multi-rater feedback
- Team strengths
- Board assessment

# HR DEVELOPMENT SYSTEMS

## WHAT WE DO

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

## WHAT WE OFFER

- We assist you in 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

# 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



# TRAINING

## WHAT WE DO

We offer bespoke training 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 your business become more competitive through training. It may be tailored to your needs on specific topics and times and can be run as modular, over a longer period of time. All trainings are also available
- Some of the topics we work with:
  - Conflict Management
  - Leading & Managing Change
  - Leadership & Women
  - Customer Experience
  - Sales
  - Presentation Skills
  - Negotiation Skills

# 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

# CUSTOMER EXPERIENCE

ALL ABOUT... LOYALTY

## WHAT WE DO

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

## 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

We represent Chris Daffy through the all about...Loyalty program series, that focuses on maintaining and increasing loyal customers through a holistic Customer Experience Management approach



# ALL ABOUT... LOYALTY

The service comprises of a set of integrated actions & 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

# CUSTOMER EXPERIENCE

ALL ABOUT ... HOSPITALITY

## WHAT WE DO

Designed on a modular basis, this consulting and training program covers all aspects of the hospitality industry. Focusing on enhancing guest experience, it secures long-lasting loyalty

## WHAT WE OFFER

Create an excellent hotel customer experience through our tailor-made solutions and build trust and long-term relationships with your guests

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

The service 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



# CUSTOMER EXPERIENCE

ALL ABOUT... RETAIL

## WHAT WE DO

By implementing all about...Retail, companies build lifelong and beneficial relationships with their customers, with impressive and absolutely measurable results

## WHAT WE OFFER

Deliver great Customer Experience during any interaction with your brand, by constantly anticipating and exceeding their expectations while, at the same time, increasing Brand Revenues.

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

The service comprises of seven independent services  
ideal for your Retail Business

## BRANDING & DESIGN

Retail Branding & Design Management is a total retail design proposal & 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



# NEURO CONSULTING



## WHAT WE DO

We give 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

The service comprises of the following specific areas

## 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.

# GRID

## ORGANISATIONAL CULTURE CHANGE

### WHAT WE DO

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

### WHAT WE OFFER

- 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



# 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



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



# EXCLUSIVE REPRESENTATIONS



CAREER  
STAR  
GROUP

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.



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Group

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