

First-Year Strategic Plan: Senior Director of People Resources

Prepared for: Power Home Remodeling

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First-Year Strategic Plan: Senior Director of People Resources

Introduction:

This outline represents a high-level approach to the role of *Sr Director of People Services* with **Power Home Remodeling**. It includes:

- 1) Potential focus areas
- 2) Key actions
- 3) Metrics for success

It is intended for discussion purposes only, without the benefit of contextualized business knowledge. An actual strategic plan would be heavily informed by PHR's leadership team and deeper knowledge of the business.

For consideration purposes, I hope the team finds it useful in understanding how I might approach some aspects of this exciting role and opportunity with PHR.

Thank you for your consideration,
Jacob Petersheim

Note: All target metrics are pending initial benchmarks.

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OBJECTIVE

Build upon PHR's HR infrastructure and processes to become more scalable, compliant, and high-impact, as follows:

- Leverage current success and “what works”
- Fuel growth
- Strengthen culture
- Enhance employee experience across all territories

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Q1: FOUNDATION & DISCOVERY

Objective: Establish credibility, gather insights, and identify quick wins.

- **Key Actions:**

- Conduct 30/60/90-day learning and listening tour
- Learn PHR business model
- Meet with department leads, teams, and field members

- **Key Metrics:**

- Complete 100% of discovery meetings
- Identify and validate strategic business needs and improvement opportunities
- Implement quick wins

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Q2: STANDARDIZE & ALIGN

Objective: Build consistency across distributed workforce while preserving local agility.

- **Key Actions:**

- Audit HR processes, compliance, and HRIS
- Identify KPI baselines
- Implement quick-win process improvements
- Standardize HR lifecycle processes
- Develop HR job architecture (as needed)

- **Key Metrics:**

- Achieve 90%+ HR process compliance
- Establish KPI improvement goals
- Publish HR job architecture for 80% of roles
- Reduce compliance exceptions by 10%

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Q3: TECH & CHANGE LEADERSHIP

Objective: Optimize HR systems, enable data-driven decisions, and build change readiness.

- **Key Actions:**

- Implement opportunities for KPI and compliance dashboards
- Develop change management toolkit
- Pilot readiness programs
- Redesign/enhance HRIS workflows

- **Key Metrics:**

- 25% reduction in admin time
- 90%+ HRIS adoption
- 90%+ leader readiness ratings

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Q4: ENGAGEMENT & CONTINUOUS IMPROVEMENT

Objective: Strengthen culture, retention, and embed continuous improvement.

- **Key Actions:**

- Evaluate and refresh engagement survey/s
- Expand recognition programs
- Conduct quarterly improvement reviews
- Design long term HR roadmap

- **Key Metrics:**

- Target engagement improvement 8–10 points
- Reduce voluntary turnover 8–12%
- Achieve 90%+ survey participation

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YEAR 1 OUTCOMES

- Scalable HR infrastructure to support national expansion.
- Improve retention, engagement, and HR service satisfaction.
- Reduce compliance risks with real-time visibility.
- Increase leader readiness for change and growth.
- Position HR as a strategic driver of business success.

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