



CASE STUDY

Pop-up Boards



Better outcomes can be reached through better scrutiny. To succeed, sometimes you need an external sounding board and a safe space to stress-test your strategy. Our extensive Board experience and reach allows us to bring together an experienced panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy empowering you to make more informed decisions.

In the Pop-up Board case study below, Criticaleye was able to bring together a carefully selected group of experts to share stories and experiences of the issues the host company was facing.

Company type

Independent, research-based advisory organisation

Key drivers for Pop-up Board/background

- An imperative need for HR to become less transactional and more strategic
- The realisation that income projections are unachievable unless HR plays a more central role
- The need to implement greater consistency when it comes to development opportunities across the business
- To gain ideas for building greater credibility for the HR team as business partners – a world-class, commercially minded team rather than purely administrative

Outcomes of Pop-up Board

- The opportunity to use data more effectively to enhance the employee experience
- The need to instil a more commercial mind set in the HR team (i.e. thinking of colleagues as customers)
- Advice on how to up-skill members of the HR team in order to transform the division, or bring in new talent
- Education of the C-suite and the rest of the business will set the expectation of what role HR should play
- The benefit of not taking on too much in one go – world-class delivery of a smaller number of projects will be more effective in building credibility
- Taking the opportunity of exposing HR colleagues to different areas of the business, breaking the silo mentality

“ Our Pop-up Board was really helpful. We know we need to change in order to deliver what the business needs, and the opportunity to share our challenges and discuss ideas and new approaches was invaluable. It gave us a lot to think about and what we need to do. ”

Criticaleye Member