



Enhancing Employee Experience with AI-Powered Goal Setting

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Anywhere Real Estate





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Anywhere is a leader in integrated residential real estate services, combining the world's most extensive agent network, industry-leading brands, integrated services – franchise, brokerage, relocation, title and settlement services, nationally scaled mortgage origination and title underwriting minority owned joint ventures – and innovative product and technology capabilities to **lead the world on a better real estate journey.**



CENTURY 21



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In May 2024, Anywhere launched Oracle HCM – internally branded as PeopleHub – as part of our broader strategy to transform the way we work.



Transform the Way We Work

Created a one-stop shop consolidating 11 systems into 1, empowering our people to own and manage all talent-related processes.



Simplify and Automate HR Processes

Centralized access to employee data, enabling real-time decisions and supporting the full performance lifecycle.



Put our Employees First

Every decision was guided by a steadfast commitment to enhancing the employee experience.



Goal setting went live in PeopleHub for the first time in March 2025. With the opportunity to utilize Redwood and AI Assist there was no hesitation, just action.

ORIGINAL IMPLEMENTATION

Goal setting was completed in our historical platform in 2024 and mass loaded into PeopleHub during the initial implementation in mid-2024. The first year-end performance process was completed in responsive pages starting in December 2024. The year-end process concluded in February 2025 and we immediately shifted focus to implement Redwood in time for 2025 goal setting.

READINESS ASSESSMENT

While Anywhere's leadership is eager to embrace AI, the teams overseeing security remain conservative in their stance. As we prepared to turn on the Redwood pages, we initiated conversations to vet the technology with our InfoSec team. Their initial skepticism led to extensive dialogue, ultimately aligning on requirements for a successful rollout.

ENABLING REDWOOD

The technical steps to enable Redwood for Goals/Performance are very straightforward and documented thoroughly in Oracle's Readiness Notes. In order to turn on Redwood for Goals, we enabled the profile code and completed our tech checklist: Make security changes, schedule processes, sandbox changes, migrate VBS project, redeploy goal DFF, notification changes.



Project Management Artifacts

Module	2025 - week beginning	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar
		4	5	5	6	6, 7	7	7, 8	8	8, 9	9	9, 10
Goal Management	PPLHB Sprint											
	Environment Setup											
	Analysis and Design											
	Requirements Gathering											
	UAT											
	Go/No Go decision											
	Training and documentation											
	Deployment Release											
	Go Live/Launch											

Step #	Date	Activity
Pre-Deployment		
1	19-Mar-25	Review Cutover Plan w/project team
2	19-Mar-25	UAT signoff
3	19-Mar-25	Go-Live Approval
4	19-Mar-25	Send email to Anywhere Help Desk notifying of changes (identify HR POC)
5	19-Mar-25	Create Service Now Change Request ticket for deployment
6	19-Mar-25	Grant access to applicable deployment resources
7	21-Mar-25	Create a full backup of the current system before the migration
8	21-Mar-25	Develop a contingency plan in case of any issues during the go-live process
9	24-Mar-25	Create Prod Validation test plan
10	24-Mar-25	Send out final Cutover plan to team w/link to detailed deployment tasks. Create planners
11	21-Mar-25	Deploy Redwood project to Dev 1 to ensure code is not overwritten
12	21-Mar-25	Migrate VBS tool into production (Add prod pod to VBS)
13	22-Mar-25	25A upgrade deployed to Production
14	24-Mar-25	Post 25A upgrade prod validations (Smoke testing)
15	24-Mar-25	Send out Goals module "outage" email to HR org to remain out of module during deployment window

Step #	Date	Activity	Jira # links	Estimated Start Time (Eastern Time)	Duration (mins)	Prereq Step
Monday, March 24, 2025						
16	24-Mar-25	Validate Prod environment is available for migration	PPLHB-572	8:50 PM	5	
17	24-Mar-25	Send starting message to team		8:55 PM	3	
18	24-Mar-25	Turn on Configured Profile Options/Values	Deployment list	9:00 PM	15	14
19	24-Mar-25	Make Security Roles/Settings changes	Deployment list	9:15 PM	30	18
20	24-Mar-25	Adhoc Run of Scheduled Processes	Deployment list	9:45 PM	30	19
21	24-Mar-25	Sandbox Changes	Deployment list	10:15 PM	45	20
22	24-Mar-25	Migrate VBS Redwood Project to prod (VBS_GOALS_PERF)	Deployment list	11:00 PM	30	21
23	24-Mar-25	Validate the HD project updates are still in prod (Matt K project)	PPLHB-600	11:30 PM	10	22
24	24-Mar-25	Re-deploy Flex Fields	Deployment list	11:40 PM	15	23
25	24-Mar-25	Sandbox Changes	Deployment list	11:55 PM	45	24
26	24-Mar-25	Notification Changes	Deployment list	12:40 AM	20	25
27	24-Mar-25	Run Scheduled Processes	Deployment list	1:00 AM	10	26
28	24-Mar-25	Migrate Report(s)			0	
Total estimated 'deployment' duration						4.17 hours
Post-Deployment						
29	25-Mar-25	Send email to kickoff Production Validations			3	27
30	25-Mar-25	Production Validation	Prod validations	9:00 AM	3 hours	27
31	25-Mar-25	Create Goal Plan for a few employees				
32	25-Mar-25	Deployment Completion email and Go-live approval request		2:00 PM	3	
33	26-Mar-25	Kickoff FY25 (Mass assign of goal plan)			10:30 AM	Brad's email
34	26-Mar-25	Loading of goals			1:00 PM	33

Goal Setting in Redwood and AI Assist

KO New Goal
Katherine (Katie) Osborne

The Anywhere Approach to Goal Setting
Guidance is available for you to support your navigation of the tool. Use the left and right arrows to browse through all resources. For information on the Anywhere Approach to Goal Setting, click this banner.

Create a relevant goal faster with AI Assist
To generate the goal quickly, provide the goal name, then click AI Assist.

Goal Name
Streamlined Compensation Plan

AI Assist button populates goal description and success criteria ideas based on populated goal name

Description
Revise the company's compensation plan to simplify the administration process and improve clarity, while maintaining competitiveness and employee satisfaction. This entails a comprehensive review to identify areas of improvement, followed by the design and implementation of a streamlined plan, focusing on clarity, ease of administration, and alignment with business objectives.

Success Criteria

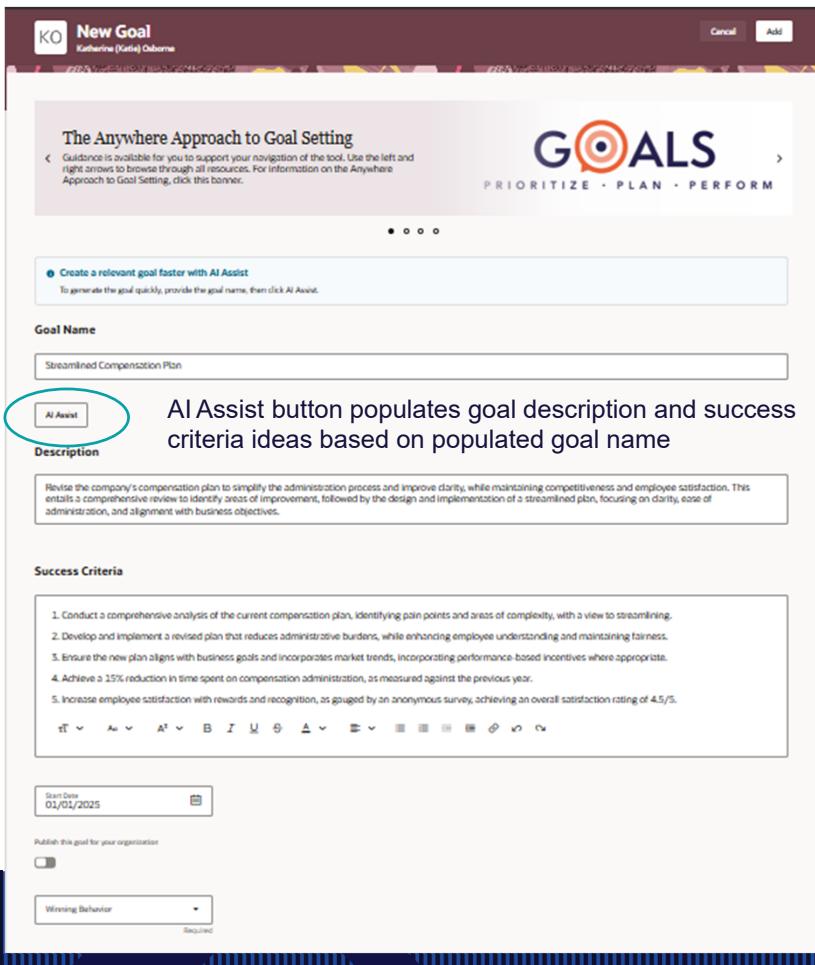
- Conduct a comprehensive analysis of the current compensation plan, identifying pain points and areas of complexity, with a view to streamlining.
- Develop and implement a revised plan that reduces administrative burdens, while enhancing employee understanding and maintaining fairness.
- Ensure the new plan aligns with business goals and incorporates market trends, incorporating performance-based incentives where appropriate.
- Achieve a 15% reduction in time spent on compensation administration, as measured against the previous year.
- Increase employee satisfaction with rewards and recognition, as gauged by an anonymous survey, achieving an overall satisfaction rating of 4.5/5.

Start Date
01/02/2025

Put this goal for your organization

Winning Behavior
 Required

Cancel Add



New Redwood UI reduces clicks and streamlines process
One click banners bring employees directly to resources

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Goal Setting Navigation for Employees
For information on Goal Setting Navigation for Employees, click this banner.

Frequently Asked Questions
Click this banner to review the 2025 Goal Setting FAQs.

Goal Setting Navigation for Managers
For information on Goal Setting Navigation for Managers, click this banner.



Goal Setting in Redwood and AI Assist

Goal Name

Good Goal

AI Assist

Goal Name

Enhance Employee Experience and Engagement

AI Assist

Description

As the Director of People Operations, your goal is to create a positive and engaging employee experience, fostering a culture of high performance and retention. This goal aims to enhance overall employee satisfaction, well-being, and productivity, ensuring a happy and motivated workforce.

Success Criteria

1. Achieve a 20% increase in employee engagement scores as measured by quarterly pulse surveys, with a focus on areas such as team collaboration, leadership effectiveness, and work-life balance.
2. Reduce employee turnover rate by 15% within the next fiscal year, with a particular focus on retaining high-performing and tenured employees.
3. Implement and track the success of at least 3 new employee engagement initiatives, such as mentorship programs, wellness campaigns, or recognition platforms, with a goal of increasing participation by 30%.
4. Ensure a 90% satisfaction rate in exit interviews, with a specific focus on addressing common themes and concerns to improve the employee lifecycle.
5. Establish and maintain an open-door policy, aiming for a 100% response rate to employee inquiries and concerns within 24 hours, fostering a culture of transparency and support.

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Employee Impact

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Anywhere®



Loved the AI Assist and how it pulled my job details to help make goal setting more streamlined.



Employee Feedback Survey

Comment themes on AI Assist

Positive comments highlighted efficiency and overall idea generation.

Negative comments cited generic output, poor fit, and lack of undo feature.

80%

Favorable/Neutral to the following question:

The AI Assist feature helped me create more effective and clearly defined goals and success criteria.

60%

Employees with completed goal plans by deadline

What Comes Next?

- 
- Focus on strategically embedding AI capabilities to drive measurable outcomes across the full HCM platform
 - Proactive migration planning to ensure readiness as new Redwood pages are released
 - Actively cultivate a strategic partnership with Oracle
 - Participate in Oracle hosted events to stay ahead of roadmap developments and best practices
 - Reviewing release notes regularly
 - Engaging with the Oracle community to exchange insights and raise questions
 - Provide structured feedback to Oracle to shape future releases and advocate for enterprise needs

Your feedback is
important.

Scan this QR Code or
use the Mobile App to
share your thoughts on
this session.



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