



THE OMEGA HOTEL

# NEW STRATEGIC HR PLAN

TATSIANA MISHCHANKA S26787  
PAULINA BANDARENKA S26903  
YANA CHYCHYKAILA S26814



# AGENDA

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# EXECUTIVE SUMMARY

Brief overview



# COMPANY OVERVIEW

The Omega Hotel is a small European-style boutique hotel located along the Magnificent Mile in Chicago.

## Company Mission

Our mission is to ensure superior quality in both guest satisfaction and employee fulfillment. At The Omega Hotel, we embody the essence of European-style hospitality, offering personalized service and a family-like atmosphere to create memorable experiences for every guest.

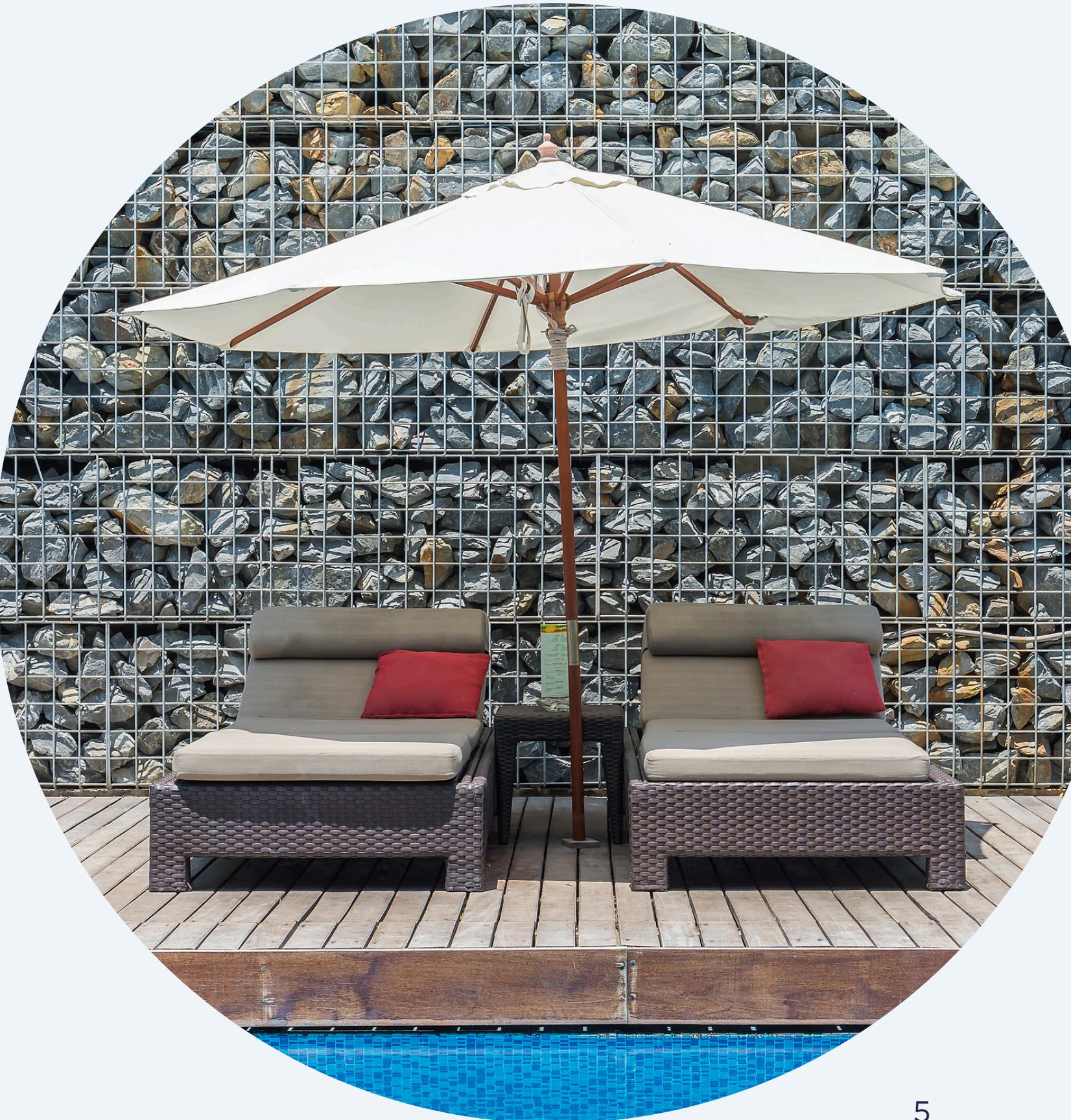
## Company Vision

We want to become the warmest and biggest hotel chain in the USA.

## Core Values

- Family spirit
- Work events are organised with participation of the whole family members
- Respect
- Support
- Teamwork
- Exceptional service

# HR ORGANIZATION INTERNAL & EXTERNAL ANALYSIS



# SWOT | INTERNAL ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Family spirit</li><li>• Loyal employees</li><li>• Low recruitment cost</li><li>• Profitable business</li><li>• Great location</li><li>• Strong, experienced leaders</li><li>• Great reputation and trust among clients</li></ul>	<ul style="list-style-type: none"><li>• Vague concept of policy and company structure</li><li>• Nepotism</li><li>• No career growth opportunities</li><li>• Weak supervision</li><li>• Unqualified staff</li><li>• Lack of discipline among employees</li><li>• Employees are not engaged</li></ul>	<ul style="list-style-type: none"><li>• Ability to expand</li><li>• Provide training and bonuses</li><li>• Strengthen the brand image (both internally &amp; externally)</li><li>• Create better working environment</li><li>• Automation</li></ul>	<ul style="list-style-type: none"><li>• Competition from other Hotels</li><li>• Unforeseen economic and natural disasters</li><li>• Lack of staff</li><li>• Unsuccessful attempt to change the structure</li><li>• Family issues may be brought into the workplace</li></ul>

# STEEPLE | EXTERNAL ANALYSIS

SOCIAL	TECHNOLOGICAL	ECONOMIC	ENVIRONMENTAL	POLITICAL	LEGAL	ETHICAL
<ul style="list-style-type: none"><li>Annual number of visitors is rising<sup>1</sup></li><li>Most of population are non-European<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li>We would need to adopt automation technologies (smart room, AI manager)</li><li>We would need to strengthen the cybersecurity for databases</li></ul>	<ul style="list-style-type: none"><li>Strength &amp; stability of the USA nation</li><li>Low interest rates<sup>3</sup> (borrowing money is cheaper)</li></ul>	<ul style="list-style-type: none"><li>We would need to have energy-efficient building design</li><li>Floods are common in Chicago</li></ul>	<ul style="list-style-type: none"><li>Political instability of the USA<sup>4</sup></li><li>The 2023-2024 Chicago Works Infrastructure Plan<sup>5</sup> (investments in public safety, police district upgrades, surveillance cameras etc.)</li></ul>	<ul style="list-style-type: none"><li>Strong employee benefits in the USA</li><li>New heating and cooling requirements<sup>6</sup></li></ul>	<ul style="list-style-type: none"><li>Risk to lose our reputation due to high loyalty to employees</li><li>Low divergency in the company</li></ul>

# STRATEGIC GAP

## CURRENT HR NEEDS

- 1. Lack of policies
- 2. No staffing plan
- 3. Weak structure
- 4. No employee complaint procedure
  
- 5. Lack of supervisor training
- 6. No benefits system
- 7. Poor attendance & performance

# STRATEGIC HRM PLAN

SMART GOAL	THE PROBLEMS IT SOLVES
Develop a comprehensive collection of company policies, including but not limited to HR, security, and operational protocols, by the end of the quarter, ensuring alignment with industry standards and legal regulations.	Lack of policies, no employee complaint procedure, no benefits system
Implement a detailed organizational chart and role descriptions during 2 years to enhance clarity and accountability within the team.	Weak structure, no employee complaint procedure, lack of supervisor training, poor attendance & performance
Within a quarter, develop and implement a comprehensive staffing plan that aligns with the organization's strategic objectives, ensuring optimal resource allocation, talent acquisition, and retention strategies to meet current and future needs.	No staffing plan

## KEEP IN MIND

- ! MAINTAIN FAMILY VALUES
- ! THE HR STRATEGY SHOULD BE EASILY SCALABLE

# HR PLAN



# LACK OF POLICIES | WRITING A HANDBOOK

- **Welcome letter and introduction to the company:** its history, mission, values, and culture
- **Workplace policies and procedures:** hiring, attendance, payroll, breaks, paid time off, cybersecurity, privacy, and anti-discrimination
- **Employees' rights under relevant employment laws:** including regarding wages, employee benefits and workplace safety
- **Employment relationship:** between the employer and the employee
- **Code of conduct:** dress code, alcohol/drug policy, ethics policy, and conflict of interest
- **Disciplinary actions:** types of employee behaviour that could result in employee discipline
- **Realistic expectations:** what the company expects from its employees and what employees can expect from the company
- **Acknowledgement of receipt:** the statement employees should sign acknowledging they received and read the handbook

# CLEAR ORGANISATIONAL STRUCTURE

Strategic options

Strategy 1

6 month challenge

+

third-party managers

+

weekly surveys

+

assessment

Strategy 2

third-party managers

+

assessment

+

fire & hire new ones

Strategy 3

tourniquet entrance

+

assessment

+

fire & hire new ones

# STAFFING PLAN FOR CINDY

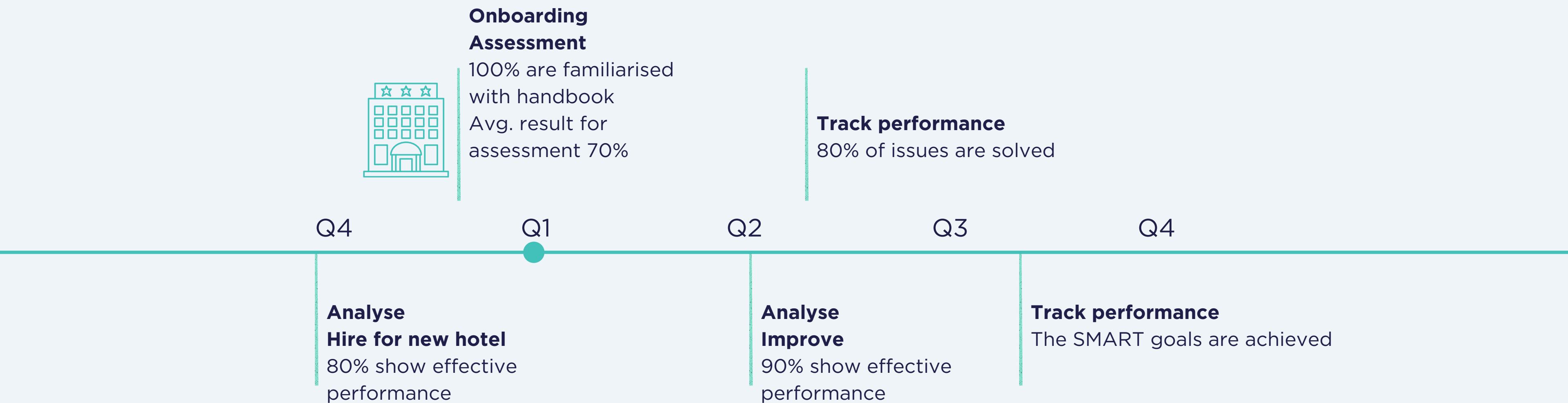
- Sieve HR Model
- Write the competency list for each position
- Go under training
- Hire a a recruiter
- Implement assessment for new employees
- Track and analyse performance data
- Put open job offers on the websites



# TIMELINE & KPI



# TIMELINE & KPI



# RESOURCES

1. <https://chicago.suntimes.com/business/2023/6/1/23745747/chicago-visitors-rose-60-percent-2022-tourism-group>
2. <https://www.census.gov/quickfacts/fact/table/chicagocityillinois/PST045222>
3. <https://smartasset.com/mortgage/illinois-mortgage-rates>
4. [https://www.theglobaleconomy.com/USA/wb\\_political\\_stability/#:~:text=Political%20stability%20index%20\(%2D2.5%20weak%3B%202.5%20strong\)&text=For%20that%20indicator%2C%20we%20provide,from%202022%20is%20%2D0.04%20points.](https://www.theglobaleconomy.com/USA/wb_political_stability/#:~:text=Political%20stability%20index%20(%2D2.5%20weak%3B%202.5%20strong)&text=For%20that%20indicator%2C%20we%20provide,from%202022%20is%20%2D0.04%20points.)
5. <https://chi.streetsblog.org/2022/10/18/lightfoots-update-of-chicago-works-infra-plan-includes-238m-for-complete-streets>
6. <https://www.klgates.com/New-Illinois-Laws-for-2024-Affecting-Real-Estate-3-14-2024>

# THANK YOU!