



flyer enterprises

Peter Hansen | CHRO Strategic Vision | Key Takeaways

Mission: *“To develop and promote a holistically inclusive culture that fosters strategic educational initiatives through active engagement”*

Contents:

- Organization
 - *Standardization of Responsibilities* - “Standardize the Enterprise”
 - *FE Involvement Tracker*- Encourage consistent involvement and participation
 - *Quarterly Feedback and Review*- Promotes strong communication and transparency
 - *FE Phonebook*- Easy way to connect all members of FE to each other
- Education
 - *FE Engaged Sales Associate Class Series*- Provides educational initiatives
 - *FE New Hire Training* - Work with executive team to increase cross-divisional initiatives
 - *FE Engaged Leadership Document*- Enriches Sales Associate
- Engagement
 - *Transparency*- Increase knowledge of company and strengthen company Relations
 - *Strategic Hiring*- Ensure consistent hiring practices of great candidates
 - *Involved Board and Alumni*- Increase board and alumni involvement
- LinkedIn Reboot- Promote image of Sales Associates to outside companies

Goals:

- To strengthen the image and reputation of Flyer Enterprises as a company and individually at the Sales Associate level
- To increase strong ties to the University administration to ensure a great experience for our employees
- To foster a culture that welcomes diversity, inclusion, and involvement through a number of strategic initiatives

Materials:

- Business Development Example
- Involvement Tracker Example
- Flyer Enterprises CHRO/HR Calendar
- AEM Standardization Example
- Resume/Cover Letter