

# DREAM TEAM

## MYTH OR REALITY?



Scan me




Scan me



HR

HR GROUP  
by Kseniya Pismennaya

 *KSENIYA\_PISMENNA*





## **HR Business Partner & Consultant**

**15+ years** of experience  
in company management

## **HR Group by K. Pismennaya**

Leading team of specialists supporting  
businesses in HR management

## **Recruiting Agency**

**5,000 successfully** filled positions  
in UAE, Europe and Kazakhstan

## **HR Academy**

Training academy for HR professionals  
with **over 60 graduates**



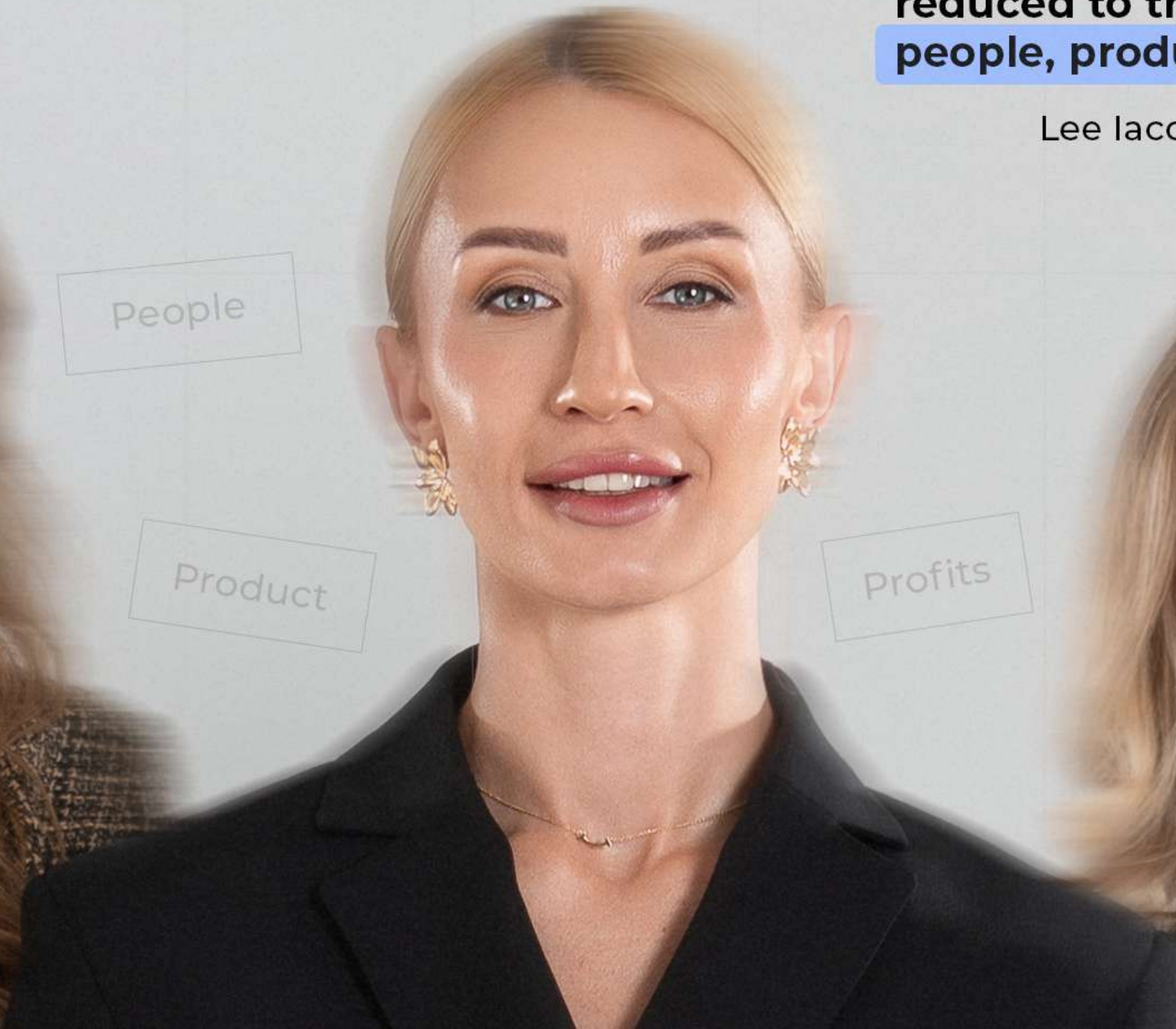
**“All business operations can be reduced to three words: people, product, and profits.”**

Lee Iacocca, President of Ford

People

Product

Profits






# *2 types* OF MISTAKES IN WORKING WITH TEAMS:

✕  
Hiring  
mistakes

✕  
Management  
mistakes

PEOPLE ARE THE HEART OF ANY BUSINESS  
**PEOPLE ARE THE HEART OF ANY BUSINESS**



They are the ones who create value, loyalty,  
and the reputation of the company. Neglecting  
employees and customers can lead to serious consequences.

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# *4 key elements* **FOR BUILDING A DREAM TEAM**

Quality  
onboarding

1

Corporate  
culture

2

Clear goals  
and a shared  
mission

3

Communication

4



# ONBOARDING MISTAKES BASED ON REAL-LIFE CASES:



## Case 1

He went to get a coffee  
and never came back



## Case 2

The elvish language  
of the company: how  
a new employee got lost  
in a labyrinth of terms  
and misunderstandings



## Case 3

The forgotten intern:  
meeting the empty corridor



# CANDIDATE ONBOARDING IS LIKE LEARNING TO DRIVE:

first carefully, then confidently  
on the new road



# WITH WELL-STRUCTURED **ONBOARDING 60%**

of interns successfully adapt to the company,  
quickly show results, are satisfied with their work,  
and feel comfortable

# WITHOUT PROPER ONBOARDING, **ONLY 25-30%**

of interns remain in the team



# CORPORATE CULTURE

THE FOUNDATION FOR BUILDING A DREAM TEAM

01 Shapes the values  
and behavior of employees

03 Encourages collaboration  
and open communication

02 Drives employee engagement  
and satisfaction

04 Strengthens alignment between  
team goals and company vision



**“In the end, it’s about creating a sustainable culture,  
where people respect one another and work  
together towards common goals.”**

**— Satya Nadella, CEO Microsoft**





# THE CORE OF CORPORATE *Culture*

## KEY COMPONENTS:

- **Values:** The guiding principles, such as innovation, quality, and integrity
- **Beliefs:** Deep convictions about the company's mission and role in the world
- **Behaviors:** Ways employees interact, solve problems, and achieve goals



**DIRECT, QUALITY COMMUNICATION  
SOLVES ANY PROBLEM**



Unified Vision

Focus on Results

Effective Collaboration

Innovation

Resilience to change

# CLEAR GOAL ➤ AND COMMON MISSION

Why clear goals and a shared mission matter for a Dream Team



# THE IMPACT OF EFFECTIVE PEOPLE MANAGEMENT ON BUILDING A SUCCESSFUL TEAM: MY CASE

## Point A

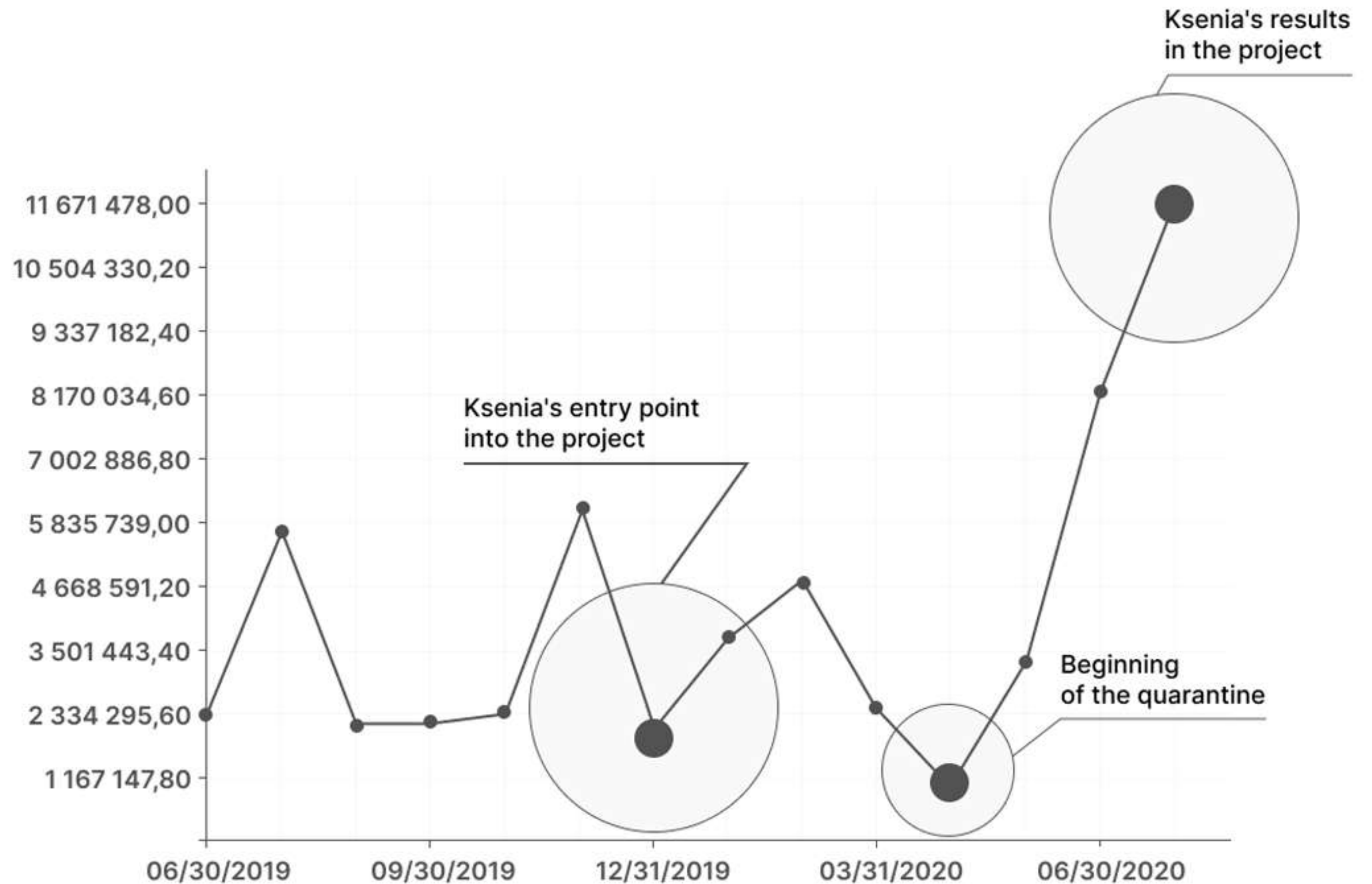
- ✓ 30 workers, 6 locations, of which 4 are not profitable
- ✓ Clear seasonal trends in the business, with profits occurring only in peak season months
- ✓ Unstructured employee operations, with no clarity on responsibilities and no system for coordination and planning
- ✓ The CEO spends 6 hours a day on ineffective coordination

## Point B

- ✓ Growth of the team to 310 employees. + 3 branches and market expansion: a total of 9 branches launched in new cities
- ✓ A major new division has been opened with stable profitability
- ✓ Appointed and promoted the CEO from the top management team

## Point C

- ✓ The owner freed up time and focused on strategy
- ✓ A comprehensive system of subordination, coordination, and performance control has been fully established
- ✓ The company's turnover increased by 6.6 times





# 5 TIPS FOR BUILDING A DREAM TEAM



1  
Follow hiring  
best practices

2  
Build the team through  
communication and processes

3  
Value people  
and their talents

4  
Set clear goals

5  
Coordinate and  
monitor key metrics



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