



Global talent management. Why The Brand Power Company chose Bob

The Brand Power Company is a global advertising agency based in Toronto, with employees working across multiple sites throughout North and South America, Europe, Asia, and Australia. The Brand Power Company used an American HRIS together with a **talent management solution** for managing HR and their people but was not satisfied with this setup. The HRIS wasn't flexible enough to support their global workforce, and the point solution wasn't user-friendly—so much so that people didn't even complete their performance reviews. The Brand Power Company decided to go to market for a new HCM that had global support, reflected their modern brand, had robust performance management capabilities, and could serve as a single source of truth for their people and processes. After reviewing several systems, they saw that Bob ticked all the boxes and loved its social media-like interface that really resonated with their brand. They couldn't be happier.

	Founded in 1988	What they do Advertising services
	Headquarters Toronto, Canada	Highlights As the inventors of the world's iconic global masthead Brand Power, The Brand Power Company, formerly Buchanan Group, is an advertising agency and global leader in third-party advertising.
	Employees 150	
	Sites 11	

All the tools they need to support a global workforce

As a global company with people working from 11 countries, The Brand Power Company manages 11 different leave policies according to location and pays salaries in multiple currencies. Therefore, having a **global HCM** that they could customize according to their needs was a must. As Anthony Tsoukas, Director of People and Culture at the Brand Power Company, explained, "We'd reached the ceiling with our previous **HRIS**. It didn't offer us the level of customization or sophistication we needed."

After switching to Bob, The Brand Power Company has a flexible HCM that can support their global workforce. "Bob is very flexible around how we accrue leave in Germany as opposed to how it's performed in Singapore or the US. We put a lot of work into the implementation, but it was a set-and-forget process, and now, everything runs seamlessly."

Regarding leave, Anthony's favorite Bob feature is People's Time Off, which shows everyone in the company who's on leave, sick, traveling for work, or has a local public holiday. This snapshot of people's location provides unprecedented visibility for The Brand Power Company's global teams.

Another aspect of globalization that HiBob offers and Anthony considers a value-add is global support, due to support teams working across different time zones. "What reassures me is that we can lodge a ticket and have it turned around within one workday. While I'm sleeping in Australia, someone in the UK can be working on resolving it." Anthony understands that this level of support isn't available from every company and enables The Brand Power Company's people team to maximize their efficiency.

"My role is unique in that I'm 100 percent remote, and my team sits overseas. I also do a lot of coaching with our leadership team around performance. So for me, having Bob with that visual data around performance conversations and exit survey feedback is super important and something I'm living and breathing as part of my role."



Anthony Tsoukas
Director of People and Culture, **The Brand Power Company**

Supporting their people's growth and development

When The Brand Power Company switched to a new HCM, they wanted a solution with a robust performance management module to support their people's growth and a single source of truth for driving compensation and strategic company decisions. Anthony explained, "I always felt we had a strong feedback culture and a strong performance culture, but we never really had the tools to take it to where we wanted it to go."

Since implementing Bob's Talent module, The Brand Power Company has access to a wide range of **performance management features**, including performance reviews, goals, and 1-on-1s, which provide managers and other decision-makers with the data they need to make fair and equitable decisions regarding people's growth and rewards such as raises and promotions. As a company passionate about growth, they prefer to promote from within rather than hiring senior people from outside the company. To support this, they regularly use Bob's performance cycles to track and evaluate their employees' progress across a number of key competencies linked to their individual roles. In addition to enabling regular performance conversations, Bob is also used as a powerful platform for leaders to manage their talent pipeline and reward top performers with promotion opportunities.

The Brand Power Company also uses surveys in Bob's Talent module to gain essential insights about their people. This feedback includes how they feel about the company's culture, processes, and direction, which is shared with company executives and impacts the overall company strategy. In a **global company**, such as The Brand Power Company, with people working from different sites, having this knowledge is a game-changer. Anthony explains, "All of a sudden, you've got a greater source of data which keeps you more informed. You can understand what's happening with your organization around the world when you can't be on-site, and you can see trends over time as well."

"We see a lot of Shoutouts. When teams are performing well, when there are social engagements. It's a great way of showing what Malaysia is doing for Chinese New Year, for instance, and what our German colleagues are doing for Oktoberfest. That social element suddenly becomes a part of the way we work."



Anthony Tsoukas
Director of People and Culture, **The Brand Power Company**

Main takeaways

- As a unique and modern brand, Bob's social media-like interface resonates with The Brand Power Company, and their people love using it.
- Managing their global workforce's 11 different leave policies and ensuring that their people receive the correct amount of leave wherever they are based is seamless using Bob's Time Off.
- The Brand Power Company can manage their people's performance, including running performance reviews and gaining crucial data on their goals and achievements using Bob's Talent module.
- The Brand Power Company uses Bob's surveys to gain a better understanding of their people and improve internal processes.
- Company executives use Bob's insights to build the company strategy.

The Brand Power Company's favorite Bob features

<p>Performance Run review cycles and set actionable goals</p>	<p>Time Off Request, track, and record people's time off</p>	<p>Compensation Streamline allocation across your organization</p>
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The Brand Power Company's workflow integrations

