

Building momentum: Quick wins for CHROs in 2025



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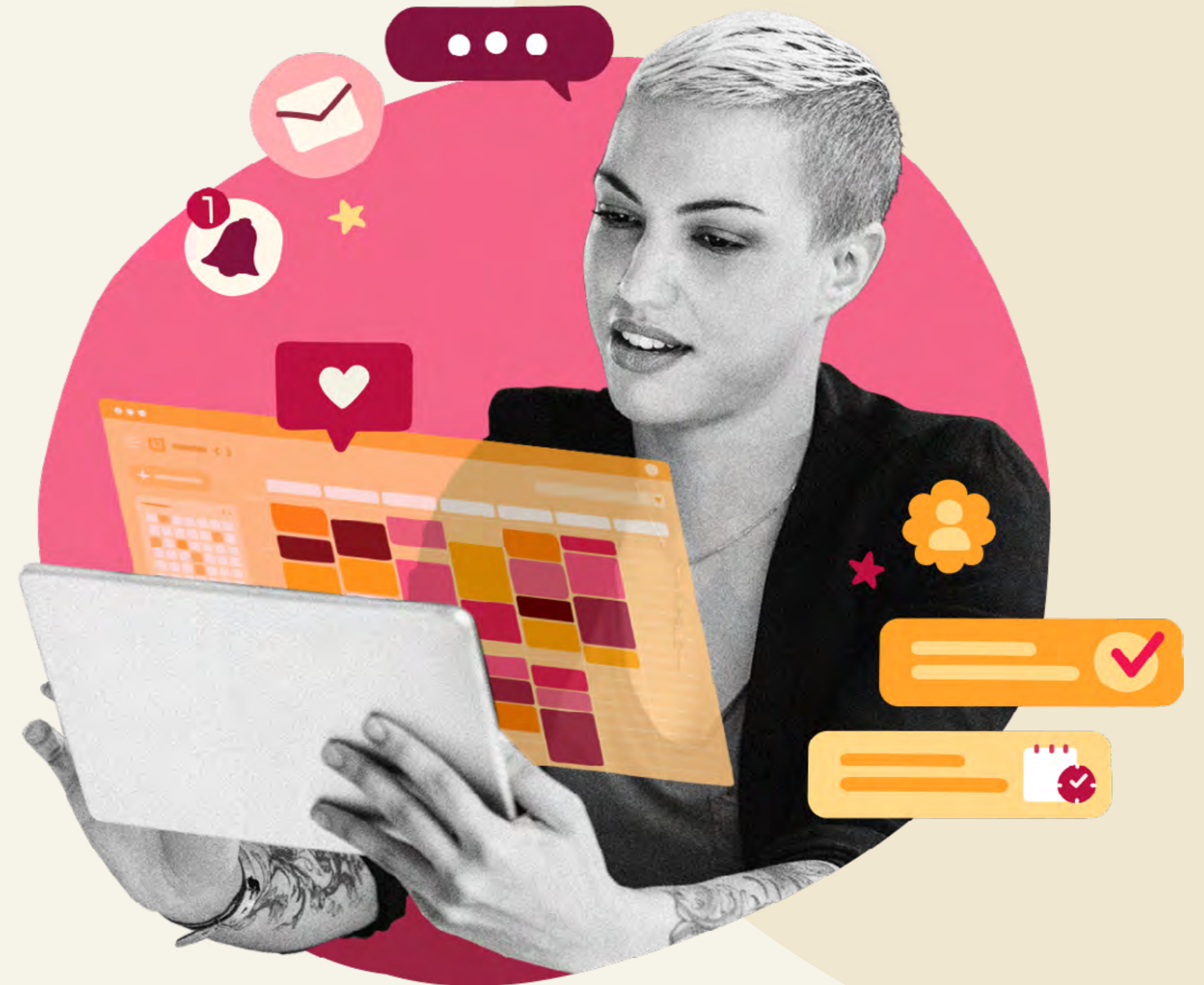
Introduction

Stepping into a new CHRO role is like the first lap of a marathon—it's not just about speed but also strategy, endurance, and setting the right pace.

The **first 90 days** shape your leadership and lay the foundation for long-term success. It's all about achieving quick wins that build trust, establish credibility, and demonstrate early impact.

But how do you gain that momentum in today's fast-changing workplace?

It starts with prioritizing initiatives that make a meaningful difference at every level of the organization.



Quick wins are all about focus and agility

To move quickly, you first need to understand where your company stands:

- **Learn the business inside and out.** Understand the company's DNA—its culture, values, and business objectives—to ensure **HR strategies** align with organizational priorities.
- **Do your research.** What does the data reveal about your workforce, operations, and overall organizational health?
- **Use your resources.** Talk to leadership, managers, and individual contributors to understand how things work and where improvements are needed.
- **Leverage tools like HCMs.** Collect and interpret workforce insights to guide decision-making.
- **Test, iterate, and refine.** Track progress, measure success, and continuously improve based on data-driven insights.

Identifying shifting priorities and implementing high-impact strategies allows you to create immediate value.

As **HR Executive** highlights, CHROs in 2025 are focused on data-driven decision-making, workforce resilience, and people-first programs that deliver fast, positive results.

In this guide, we'll go through how to navigate key challenges, identify strategic opportunities, and implement quick wins that position you as a forward-thinking, people-focused CHRO.



Challenges and opportunities for CHROs

Stepping into a CHRO role is an exciting opportunity, but it also comes with high expectations. As **Gartner highlights**, organizations expect their CHROs to deliver measurable business impact fast.

To achieve that impact, CHROs must navigate complex organizational dynamics while simultaneously earning trust and credibility. That's why the first 90 days are so crucial for aligning HR strategies with business objectives and establishing yourself as a strategic leader.

But while the challenges are real, they also present powerful opportunities to drive meaningful change.



Challenges for CHROs

Building credibility and gaining buy-in

One of the biggest challenges for CHROs is earning trust from leadership and employees. Stepping into a senior role often means navigating skepticism and resistance to change, especially in organizations with long-established processes (and veteran team members).

- **Resistance to change.** Some leaders and team members may be wary of new HR strategies, especially if they challenge long-standing practices. Without early buy-in, even your best initiatives can struggle to take off.
- **Proving HR's impact.** CHROs must quickly demonstrate how people strategies align with broader business goals while addressing their people's concerns with transparency and clear communication.

Overcoming these hurdles requires a strategic balance that entails earning credibility while bringing people along for the journey.

Adapting to a rapidly changing workplace with new workforce expectations

Hybrid work, shifting priorities, and a stronger focus on DEI&B are reshaping workplace expectations—requiring CHROs to continuously adapt their people strategies to stay ahead.

At the same time, **sociopolitical pushback** is creating new obstacles for HR leaders working to implement inclusive and equitable workplace policies.

- **Evolving employee expectations.** Today's workforce expects more than just a paycheck, ping pong tables, or a watch as a token of appreciation. Flexibility, wellbeing support, and career growth opportunities are at the top of their list. Meeting these demands while maintaining peak business performance is a growing challenge.
- **Talent shortages and skills gaps.** Finding the right talent and closing **skills gaps** requires a strategic, innovative, and proactive approach to workforce planning and recruitment.

Balancing immediate actions with long-term transformation

New CHROs face intense pressure from company stakeholders, managers, and individual contributors to deliver quick wins while laying the groundwork for sustainable, long-term success. Striking the right balance between short-term impact and long-term strategy can be a major challenge.

- **Urgency vs. sustainability.** Addressing immediate pain points (onboarding, engagement, retention) without losing sight of broader people strategy is crucial.
- **Competing priorities.** Limited resources, tight timelines, and hardline expectations from leadership can make it difficult to invest in new, foundational initiatives while demonstrating tangible results within your first 90 days on the job.

A strategic, forward-thinking approach is crucial to meeting short-term demands while avoiding reactive pitfalls—ultimately building a stronger, more resilient workforce.



Opportunities for CHROs

People-centric program design

Modern HR is about more than just policies and processes: It's about creating meaningful experiences that engage and support people at every touch point.

- **Leverage feedback.** Actively listen to your people and co-create HR strategies that answer their needs.
- **Use the right tools.** Use tools like pulse surveys and listening campaigns to gain insights and create a **culture of transparency and trust**.

By designing programs that prioritize wellbeing, development, and inclusion, CHROs can drive retention, boost **productivity**, and build a workplace where people thrive.

Agile strategy development

The most effective CHROs don't just adapt to business needs—they help define them. A forward-thinking CHRO leads conversations on how people strategy fuels competitive advantage, rather than merely addressing operational demands.

By integrating workforce planning into the company's core strategy, HR ensures that the business has the right talent, leadership, and culture in place to drive sustained growth. Taking an agile, iterative approach allows teams to pivot, test new initiatives, and refine strategies based on real-time feedback.

- **Champion adaptability.** Position the HR team as a dynamic function that adapts quickly to changing business needs.
- **Innovate with intention.** Pilot new **HR initiatives**, measure their impact, and then refine them continuously for lasting results.

Tech-powered, data-driven decision-making

As an HR leader today, you have more technology and data at your fingertips than ever before.

By leveraging analytics, automation, and **HCM platforms**, CHROs can turn workforce data into actionable insights, helping refine people strategies, improve employee experiences, and secure leadership buy-in.

- **Reclaim time.** Automate key processes, such as payroll and onboarding, to free up time for strategic initiatives.
- **Turn data into foresight.** Use predictive analytics to forecast future challenges and proactively address them—keeping you ahead of the game.



Achieve early wins with a people-centric framework

Quick wins are vital to establishing credibility, building trust, and demonstrating immediate impact in your first 90 days as CHRO.

By prioritizing high-visibility, high-value initiatives that benefit team members and leaders, CHROs can drive meaningful results from day one and lay the foundation for long-term success.

But where should you focus first? These key areas drive immediate impact:

Engagement and listening programs

People want to feel heard—and active listening is one of the fastest ways to build trust. HR plays a crucial role in designing engagement and feedback initiatives, but **true impact comes when leaders and managers take ownership of acting on insights.**

HR can facilitate surveys, listening campaigns, and feedback loops, **but it's up to leadership to ensure that team members see real changes** based on their input. A genuine culture of transparency and trust thrives when leaders and teams take **shared accountability**—instead of relying solely on HR to drive it.

- **Launch targeted pulse surveys.** Collect real-time insights on employee sentiment and workplace satisfaction to identify areas for improvement.
- **Conduct listening campaigns.** Identify key pain points and introduce quick solutions—such as flexible scheduling or recognition programs—to address immediate concerns and boost engagement.
- **Follow up with action.** Share your findings and next steps to reinforce accountability. This also shows your people that their voices matter.

Manager enablement

Managers are the backbone of thriving organizations, and HR's role is to enable them—not manage people on their behalf. By equipping managers with the right tools, frameworks, and training, HR empowers them to take ownership of their team's success—driving alignment, engagement, and healthy workplace cultures.

- **Train managers to lead impactful one-on-ones.** Help them prioritize feedback, goal-setting, and career development to improve engagement and performance.
- **Provide practical leadership resources.** Offer conversation guides, goal-setting frameworks, and team alignment tools to support confident, effective leadership.
- **Cultivate accountability and trust through open communication.** Promote transparency and connection, empowering managers to take an active role in engagement and retention.

HR tech integration

Today's CHROs do so much more than just manage **HR data**. They use it to shape business decisions at the highest level. Workforce analytics go beyond HR, revealing revenue-impacting talent trends, optimizing workforce investments, and shaping leadership pipelines. By using data strategically, CHROs position HR as the backbone of the company's long-term success.

- **Audit existing people systems.** Identify inefficiencies and automate administrative processes—like payroll and **onboarding**—to improve accuracy and efficiency.
- **Centralize workforce data.** Use real-time dashboards to track key metrics, like turnover, productivity, and engagement, enabling data-driven decision-making.
- **Make HR's impact visible.** Generate clear, actionable reports to show leadership how HR strategies drive business success.

Build resilience through skills and capabilities

Resilience is the cornerstone of a thriving, future-ready workforce.

By prioritizing skills development, adaptability, and equitable opportunities, CHROs drive immediate impact while strengthening long-term success. A skills-first approach also helps team members grow in step with business needs—boosting retention, engagement, and agility.

Nurture a change-ready culture of adaptability and innovation

Organizations that embrace adaptability don't just survive. They thrive. Cultures that value flexibility and innovation take the fear out of change and help people navigate uncertainty with confidence.

- **Reinforce a shared vision for innovation.** Use leadership updates, employee forums, and co-creation sessions to encourage adaptability.
- **Lead change enablement workshops.** Equip people with the skills and mindset needed to embrace growth and iteration.
- **Inspire through storytelling.** Share real-life examples that highlight how adaptability fuels long-term success.



Shift from role-based to skills- and capabilities-based workforce planning

Relying on traditional roles and job titles can limit workforce potential. A skills-first approach to workforce planning and hiring allows companies to build more adaptable, future-ready teams.

However, this shift requires leaders at every level to rethink how they develop their teams. HR provides the tools, analytics, and frameworks, but **managers must drive** career mobility conversations, mentor opportunities, and strategic upskilling efforts.

- **Conduct a skills gap analysis.** Equip managers with workforce data and analytics to assess their team's capabilities and **identify skill gaps**. Partner with them to develop upskilling plans that align team strengths with evolving business needs.
- **Rethink role structures.** Work with managers to shift from rigid job descriptions to a more flexible, skills-based approach. Provide frameworks that help them design roles that support

internal mobility, leadership development, and succession planning while also allowing for flexibility in external hiring.

- **Expand hiring criteria.** Help managers adopt a skills-first mindset by providing structured competency models and interview best practices. Support them in evaluating candidates based on skills, experience, and potential rather than degrees and traditional job titles, ensuring a more adaptable and diverse workforce.
- **Strengthen internal mobility.** Guide managers in identifying high-potential team members and creating career pathways within their teams. Offer mentorship programs and development tools that empower them to actively support growth, align career opportunities with business needs, and enable team members to move fluidly across roles and departments—improving retention, workforce agility, and long-term business success.

Implement upskilling initiatives

Investing in skills development is one of the most valuable moves HR can make. It boosts employee satisfaction while preparing your workforce for future challenges, a true win-win.

- **Prioritize high-demand skills.** Focus on areas such as data literacy, leadership, and project management with bite-sized, actionable training modules.
- **Partner with L&D teams.** Develop targeted learning programs that align with business goals.
- **Use HR tech and L&D solutions.** Deliver flexible, personalized learning experiences that support diverse learning styles and professional growth.



Prioritize recognition programs

Acknowledgment fuels motivation, engagement, and performance. But the most impactful recognition goes beyond achievements—it reinforces the right behaviors, aligns with business priorities, and strengthens cultural values.

Recognizing people for their achievements—whether it's developing new skills, leading projects, hitting key milestones, or driving innovation—builds a culture of success and continuous improvement.

- **Launch peer recognition tools.** Empower your people to celebrate each other's wins—big or small, early or ongoing—to create an engaged, positive workplace.
- **Share success stories company-wide.** Highlight achievements that align with company values, business goals, and culture to inspire others and reinforce a culture of excellence and growth.

Drive inclusion through equitable opportunities

A resilient workforce is built on inclusion. Giving each of your people equal access to leadership and development opportunities unlocks higher engagement, stronger performance, and greater innovation.

- **Embed equity into upskilling programs.** Ensure diverse team members have access to inclusive career growth, leadership development, and upskilling initiatives.
- **Use data to drive accountability.** Track participation and outcomes to ensure L&D programs create real, measurable equity.

Leverage tech to track and measure success

Tracking, analyzing, and refining people programs is key to delivering real value while also enabling continuous improvement. But data alone isn't enough: HR's impact is only as strong as its ability to measure results and turn insights into action.

This is where **HR tech** comes in, providing the tools and analytics you need to make informed, strategic decisions that drive business success.



Track, measure, and showcase the impact of HR tech

HR programs must be continuously assessed and optimized to ensure they drive measurable impact—even as business priorities evolve and leadership changes.

But **data is only powerful when it drives action**. Today's CHROs play a more strategic role than ever, and having the right tools is crucial to translating workforce insights into measurable business outcomes. Real-time analytics not only justify investments in people programs but also help optimize initiatives and proactively address workforce challenges.

By tracking, measuring, and communicating impact, you can **defend critical initiatives**, secure leadership buy-in, and unlock opportunities for growth.

- **Use analytics tools.** Monitor participation, engagement, and outcomes across HR programs to track real-time impact.

- **Refine strategies using data.** Review key metrics regularly to identify areas for improvement and adjust initiatives as needed to stay aligned with business goals.
- **Showcase HR's impact.** Collect and analyze workforce data, such as retention rates, productivity levels, and time-to-productivity, to demonstrate HR's contributions to business performance.
- **Stay ahead of the game with predictive analytics.** Identify potential challenges before they arise, allowing HR teams to refine strategies proactively.

Some examples of quick, tech-driven wins include:

- **Engagement dashboards** to track team sentiment and identify areas that need attention
- **Reporting tools** to measure the effectiveness of programs like onboarding, wellness, or recognition initiatives
- **Predictive analytics** to forecast workforce trends and help HR teams stay proactive

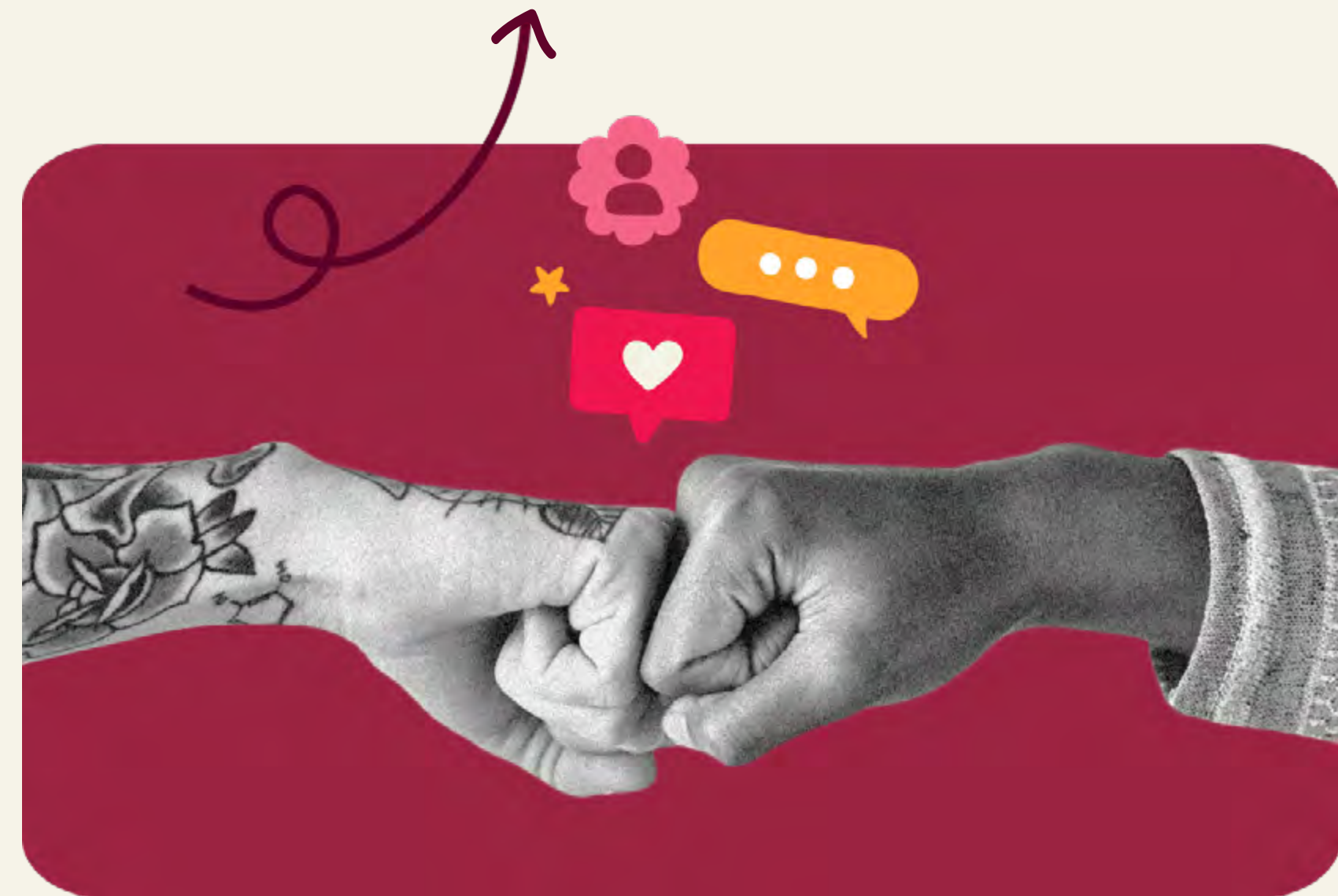
Be transparent: Share insights with stakeholders and teams

HR insights are most powerful when you share them.

Transparent reporting is key to building trust, strengthening leadership alignment, and helping team members—from C-level decision-makers to managers and individual contributors—see the direct connection between people strategies and business success.

- **Keep leadership informed.** Transparent, accessible reporting gives decision-makers a clear view of HR's impact—enabling them to make confident, data-driven decisions.
- **Make insights easy to digest.** Visually compelling dashboards and reports help stakeholders track key people metrics and monitor progress over time.

- **Reinforce HR's strategic role.** Regular updates on engagement, productivity, and workforce trends showcase the people team's contributions and demonstrate its value across the organization.



From quick wins to lasting success

The first 90 days as a CHRO are all about momentum, credibility, and impact.

By securing early wins and focusing on people-centric, data-driven strategies, you can build trust, gain leadership buy-in, and lay the groundwork for long-term success.

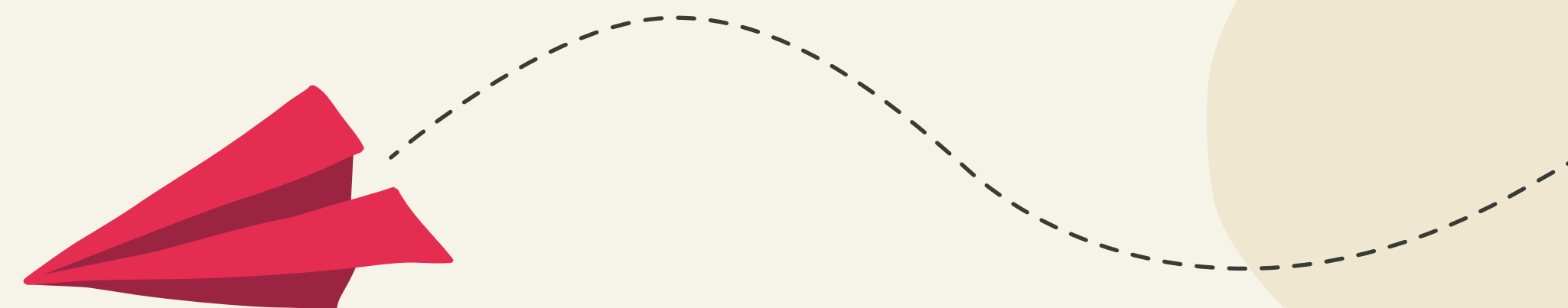
But true leadership is about more than short-term wins—it's about balancing immediate results with sustainable transformation.

While initiatives like engagement programs, manager enablement, and HR tech integration drive fast, visible impact, long-term success comes from:

- Building workforce resilience
- Embracing continuous improvement
- Leveraging HR technology to fuel strategic change

As you step into this role, remember: HR leadership isn't just about processes—it's about shaping the future of work.

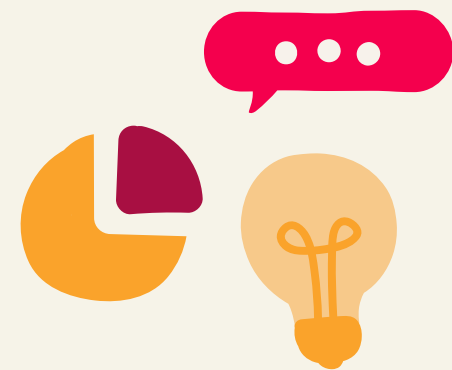
So, what will be your first quick win?



Meet Bob

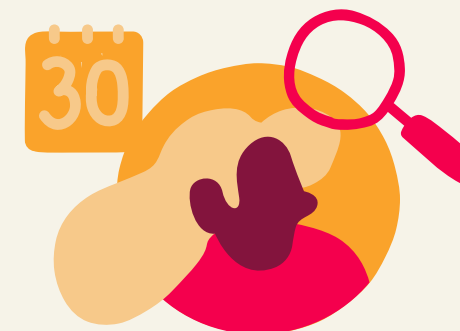
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We focused on building something that is robust yet intuitive and easy-to-use, which has led Bob to be the platform of choice for thousands of fast-growing modern, mid-sized organizations.



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It provides access to data and insights to help them lead more effectively and streamline processes.



For HR

It delivers **automation** of many common processes, allows greater oversight and visibility of the business, and centralizes all people data in a secure, user-friendly environment.



For employees

It's the tools and information they need to connect, develop, and grow throughout their journey.



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