

**SYLO** | BEYOND  
**HR.**

Your People...Your Business

# FRANCHISE SUPPORT

From HR Services to Business Strategy and developing your people - we work with you across any aspect of your business as your strategic partner.

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HR SERVICES



WELLBEING



HR RETAINER SERVICE



BUSINESS STRATEGY



RECRUITMENT



LEARNING & DEVELOPMENT



HR SYSTEM



HEALTH & SAFETY



DATA MANAGEMENT

# INTRODUCTION.

Successful franchises offer a recognisable brand and a consistent experience to their clients. The performance of every part of the Franchise network matters. From business strategy and business plans, through recruiting the best people across all locations within the network, to developing service standards which are applied throughout, there's a lot to get right.

Marketing the franchise makes the promises; **people** deliver those promises. It's about creating the structure to deliver the business strategy, communicating effectively to all franchisees, defining quality and service levels, and ensuring all employees deliver the same experience to the client, from whichever franchised location they work in.

SYLO | Beyond HR. understand those complexities and we work with a number of franchises/multi-site operations with that profile. As your strategic partner, we support you on any people-related aspects of your business – anywhere across the franchised network.

## Strategic Partner



# HR SERVICES.

Strong HR foundations underpin all business activities, whether at Head Office or in the franchises. We work with your team to craft policies and formal documents, which can be applied across the franchised network, including:

- Job descriptions
- Contracts
- Sickness, Maternity, Paternity
- Equality, Diversity and Inclusion
- Flexible Working
- GDPR
- Company handbook

These are reviewed regularly to ensure compliance with latest employment regulations and developed in line with changes in the business.

Through our association with European Health & Safety Consultants, we are able to offer Health and Safety support, should your business need it.

For a no obligation consultation, please click [here](#).

*“SYLO has provided an HR toolkit, giving timely advice and guidance in order to shape the employee landscape and bring excellence to the employee journey and benefits.”*

**Rich Blunden, CEO, Monkey Puzzle Day Nurseries.**



# WHERE TO START.

A good starting point is to identify which of those essential HR foundations are in place, and which need to be created or updated.

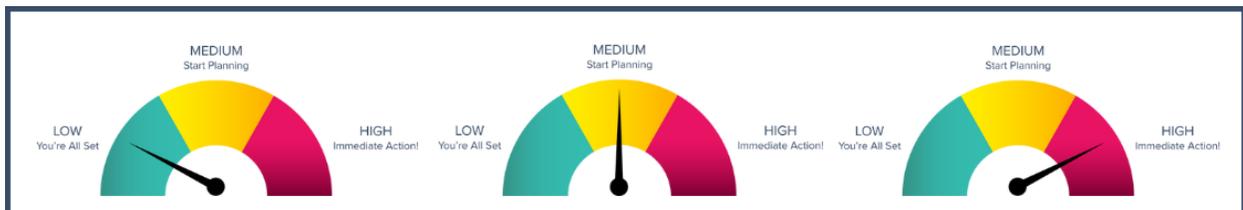
Our online HR Diagnostic Tool provides a free, quick health check on four key areas:

- Contracts of employment
- Policies and procedures
- Employee wellbeing
- Employer responsibilities

Simply complete the questionnaire, which takes less than 5 minutes, and receive a personalised Diagnostic Report, which contains:

- RAG rating of risk on each area
- Recommendations for action
- Short summary of the support available to address those areas requiring action

Access the [HR Diagnostic Tool](#) to run a check now.



# SUPPORT OPTIONS.

We offer different types and levels of support, driven directly by the needs of the franchise or franchisee.

## PAY AS YOU GO.

We provide expert support to clients for specific projects, and when ad-hoc advice is needed. Contact [enquiries@sylobeyondhr.com](mailto:enquiries@sylobeyondhr.com) and one of our advisors will call to discuss your needs.

## HR RETAINER SERVICE.

Some clients are not ready to employ an HR person full-time, but want the security of knowing that if they need guidance, they can access expert support immediately.

Our HR Retainer Service offers 4 levels of support to suite the needs of your business or franchise.

- **HR Essentials:** first level, with a HR health check and access to templates in client area
- **HR Essentials +:** second level, includes employment contract and essential docs and advice helpline
- **HR Scale-up:** third level, includes handbook, policies reviews, access to legal support
- **HR Thriving:** highest level, includes executive coaching and board level HR support

Services Offered	HR Essentials	HR Essentials +	HR Scale-Up	HR Thriving
Dedicated HR Lead	✓	✓	✓	✓
Initial Health Check	✓	✓	✓	✓
Document Portal (your client area)	✓	✓	✓	✓
Annual Diagnostic Review	✓	✓	✓	✓
Contract of Employment & HR Essential Docs		✓	✓	✓
Six-month Review		✓	✓	✓
Employee Handbook & Annual Review			✓	✓
HR & GDPR Policies & Annual Review		Free first hour consultation	✓	✓
Telephone Helpline & Email Advice		Free first hour consultation	✓	✓
Access to our Legal Advisors			✓	✓
Monthly Activity Meeting			✓	✓
Business or Executive Coaching: 6 x 1hr sessions				✓
Strategic HR Support at Board level				✓
<b>Monthly (min 1-year Contract)</b>	<b>£50.00</b>	<b>Tailored to requirements</b>	<b>Tailored to requirements</b>	<b>Tailored to requirements</b>
<b>Optional Extras</b>				
Cloud-based HR System	✓	✓	✓	✓
H&S Handbook & Policies	✓	✓	✓	✓
Occupational Health Services	✓	✓	✓	✓
HR Operational Support Service	✓	✓	✓	✓

You select the level that is right for you, and move through the tiers as your business needs change.

For a no obligation consultation, please click [here](#).

*“We are looking forward to having a partner like SYLO Beyond HR on board to help us sustainably grow our business in 2022. Our people are at the core of our services and with SYLO’s retained support, we will be able to nurture and grow our team with the right HR frameworks in place to succeed. Exciting times ahead!” – Lexi Clarke, Agency Director, Action Rocket, London.*

**Lexi Clark, Agency Director, ActionRocket.**



# HR SYSTEM.

There is always a huge amount of HR administration to ensure all employee information is kept safe and recorded. An HR system provides a single, secure site to manage all your people data, saving time and improving your efficiency.

We are a Gold partner for [Breathe](#), a cloud-based system which is intuitive and used by one of our major franchise clients to manage employee data in head office and in some of the franchise sites. Breathe enables:

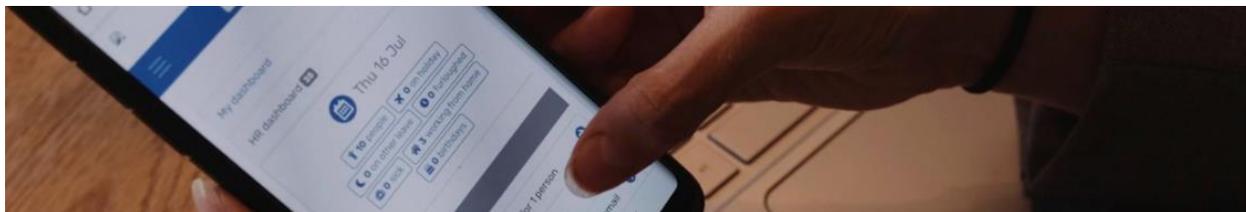
- Automation of holiday bookings and sickness recording
- Employees to update their own records
- Logging of individuals' objectives and performance reviews
- Sharing of information amongst employees
- Tracking of key HR metrics through easy-to-run reports

As Gold Partners of Breathe, we are also able to provide franchise clients with both extended free trials and negotiate discounts on your behalf.

To find out more and to trail Breathe for free, please contact [enquiries@sylobeyondhr.com](mailto:enquiries@sylobeyondhr.com)

*“Breathe has eased our workload by providing staff with an easy way to log annual leave and expense claims. On the back-end, Breathe has given us ready-made reports for tracking holidays and demographics, and serves as a central repository for HR-related documents and data.”*

**Andrew Leeke, Operations Specialist, CEA.**



# BUSINESS STRATEGY.

Of course, those HR foundations are there to support the overall business. A sound business strategy is the basis of a successful franchise. We have experts who can help with:

- **Brand development** – developing and delivering the franchise vision, mission and values in every site
- **Business planning** – developing an actionable business plan, with goals and milestones to measure progress against the franchise’s objectives, and at individual site level
- **Organisation design and structure** – ensuring your people plan supports your business goals
- **Operational strategies** – reviewing systems and processes to improve efficiencies
- **Sales and marketing plans** – identifying your target market and mapping your message to deliver profitable sales growth

For a no obligation consultation, please click [here](#).



# LEARNING AND DEVELOPMENT.

To ensure consistency of the service provided across the franchised network, training and developing your people is absolutely key. We work with franchises and multi-site companies to deliver tailored solutions, which support the business objectives and are in the appropriate tone/language.

Training, learning and development needs vary in every organisation. We collaborate with the leadership team to define the desired outcomes of any programme and design our service to deliver those objectives.

For example, we have recently designed and delivered a programme with the objective to 'build a common understanding of key management activities' to assist the development of the individual franchise sites.

We don't develop these programmes in isolation. We work with specialists in the franchise to create materials and courses which reflect the services provided. See an example of our approach at Monkey Puzzle Day Nurseries [here](#).

For a no obligation consultation, please click [here](#).

The training delivers practical learning, which delegates can apply immediately on their return to work, *"I'm already putting skills into practice of managing teams and taking steps back to analyse situations fully."*

**Delegate, Monkey Puzzle Day Nurseries.**



# RECRUITMENT.

One of the major challenges for industry right now is attracting the best talent. The labour market is very competitive and organisations who have vacancies they can't fill, really feel the impact.

A lack of in-house capacity or expertise to run lengthy recruitment campaigns, or using recruitment agencies is expensive, time-consuming, and often fruitless.

We can help, handling part, or all of the recruitment process, including:

- Job scoping
- Advertising planning and candidate sourcing
- Applicant screening
- Candidate management
- Interview support
- Job offer negotiation
- Onboarding

To discuss recruitment support contact [enquiries@sylobeyondhr.com](mailto:enquiries@sylobeyondhr.com)



## ABOUT SYLO | BEYOND HR.



Thank you for reading our Franchise Support information pack. We hope you have found it insightful.

We started SYLO | Beyond HR. in 2010, with the aim to provide clear and trusted HR advice to businesses in Oxfordshire and the surrounding area.

Our partnership approach has seen the business grow from just us, to a team of 20+ professionals, working with SMEs, national and international organisations, across many sectors and countries.

People are at the heart of everything we do, and our remit has expanded beyond HR as our clients valued our expertise across the business landscape.

Simply put – we are here to support [Your People...](#) [Your Business.](#)

*Sally and Sarah*

*Directors and co-Founders of SYLO | Beyond HR.*