

Case Study



Overview

Organization with PEO Seeking Strategic HR Leadership

A medium sized media and information services organization partnered with Cura as it expanded its footprint and services. The organization faced increasing complexity in HR compliance, leadership development infrastructure, and people strategy—especially as a multi-state employer. To elevate its HR function while leveraging the support of a Professional Employer Organization (PEO), the organization partnered with Cura HR for high-impact strategic support.

Results

- Reduced internal administrative burden by 40+ hours per month through direct management of complex employee relations and compliance issues in coordination with the PEO.
- Developed and launched a recognition and anniversary program, tripling internal recognition touchpoints year-over-year.
- Designed and deployed a custom engagement survey with over 70% participation, resulting in actionable insights and culture enhancement initiatives.
- Improved employee retention by up to 10% year-over-year through more effective engagement, recognition, and performance initiatives.
- Resolved classification risks across departments, achieving 100% compliance.

Our Role

- Oversaw and optimized the relationship with the PEO to ensure services aligned with internal goals and expectations.
- Acted as a strategic HR partner to the executive leadership team and people managers.
- Built a structured Learning & Development framework, including curated training programs and personalized coaching for emerging leaders.
- Launched a performance management framework centered on clarity, coaching, and consistency.
- Led multiple compliance initiatives, including audits and risk mitigation.