

# Motivation Monologues

Chris McKinney, Director of Human Resources

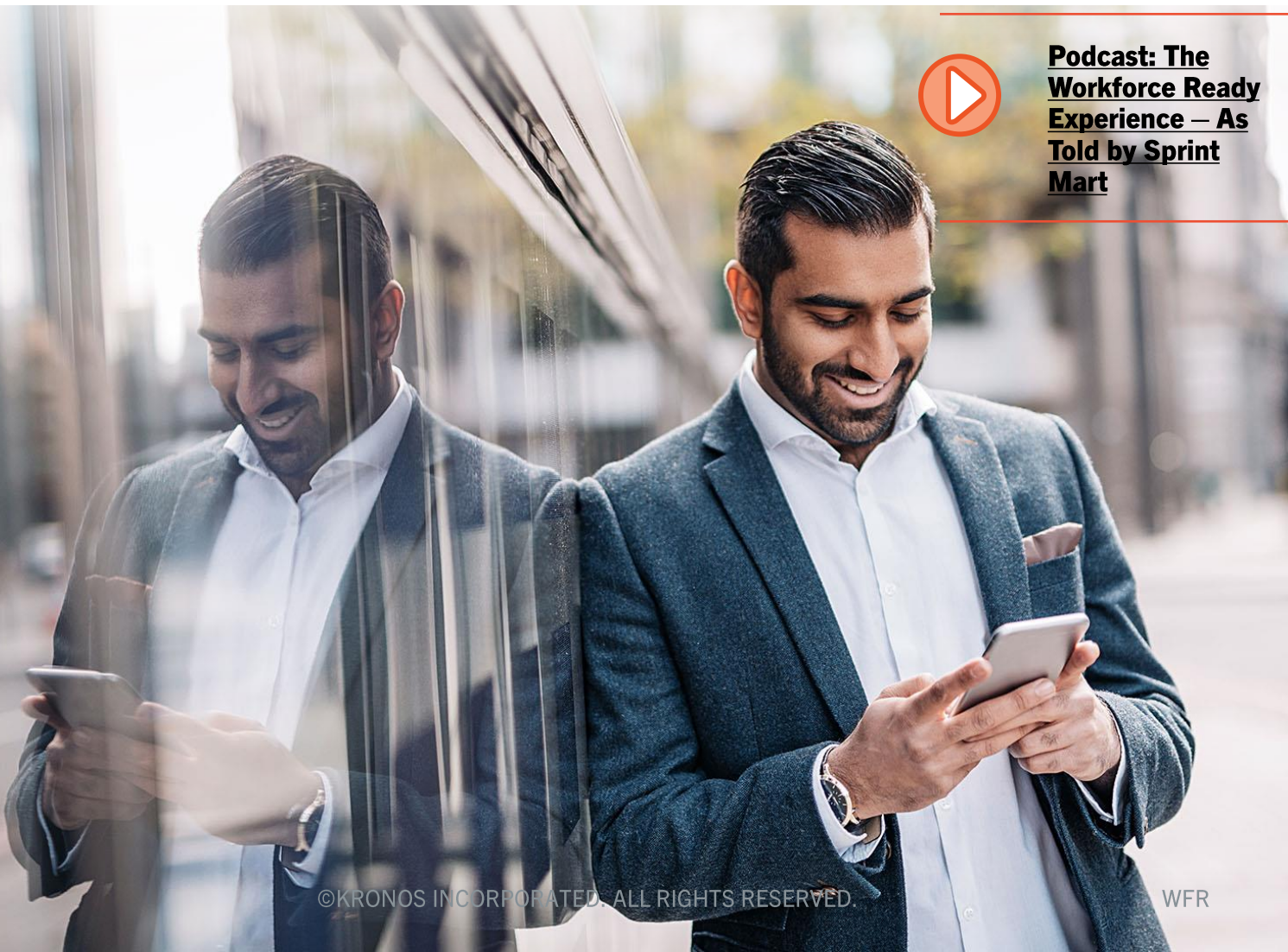
## Setting the Stage

Kronos caught up with Chris not too long ago to talk about the future of work, but in the process we uncovered some important themes about why Sprint Mart decided to work with Kronos as a HCM and Workforce Management solutions provider. For those unfamiliar with Sprint Mart, they are a convenience store chain that operates in three states, primarily in Mississippi, Alabama, and Louisiana. They have about 90 different outlets throughout those three states with 1300 employees.

The following stories come straight from Chris, and help provide a bit more context around Sprint Mart's motivation to adopt Kronos solutions, specifically Workforce Ready. With the future of work in mind, it can be extremely valuable to know what to prioritize strategically within an organization.



**Podcast: The Workforce Ready Experience – As Told by Sprint Mart**





# Motivation Monologues

Chris McKinney, Director of Human Resources

## Motivation: Meeting Higher Expectations

Our workforce is predominantly non-exempt. We have a healthy balance between full-time and part-time individuals, and the change is quite simply the expectation of the individuals. The hourly workforce nationwide is expecting more out of their employer, and that in turn elevates the demand as part of the employee offering. The trend over the course of the last several years has been that our workforce would come from an area where technology has been ingrained in that employee experience for years. We've had to elevate our game to compete as well as create efficiencies within our operation. I think it is a positive trend, because it places the responsibility where it belongs. It allows the company to operate in a more effective, efficient manner.

## Motivation: Digital Revolution

Sprint Mart is embarking on a new digital revolution where we've spent the last 18 months installing new Human Capital Management technology and we have seen the enthusiasm behind a digital revolution only gain in its support going forward. The senior leadership of the company has now realized that there are insights or pieces of data that we can use to manage our business in ways that were never available before. Right now, when there's a question that comes up in a meeting, we go to the data, we find out what it's telling us, and we make an actionable decision about what concrete data tells us. We've seen that make its way into other aspects of the business where we're starting to ask the question, what data are we missing as far as sales-related data? What platform could sales-related data then integrate with human capital performance and what other insights can we glean from that?

The technology revolution for Sprint Mart is merely beginning, and it's been with the assistance of what we've already installed and the possibility of AI coming forward that can take us to a next level as far as human resources is concerned. And it's now inspired the rest of the senior leadership team to do more of that.

## Final Advice

All of this supports the humanistic approach or an empathetic approach that I think companies must steer towards in this day and age. The high control, low trust model of leadership is well on its way out and the world's leading organizations trust their people to do what is asked and they hold them accountable to doing it. Trust your people in that they can do it and then get them there, because they will surprise you with the level of effort that they put forth if you raise that expectation and say, 'here's what we're going to give you to allow you more access into your career and now here's what we expect in return'. And it is a constant surprise as to how much effort will be put into that and all of that extends from the empathetic desire to help them make their lives better.