

# hrlab

**Designed for business.  
Driven by people.**



**RETHINK HR - DESIGN SOLUTIONS - DELIVER PERFORMANCE**

# HR Lab

## DESIGNED FOR BUSINESS, DRIVEN BY PEOPLE

### We enhance HR by leveraging global practices to drive enduring success

HR Lab was born from the demand of clients convinced by our expertise in recruitment at Projekts, who wished to be supported on other HR challenges. To meet these expectations, we created an international human resources boutique consulting firm based in Barcelona. HR Lab draws its strength from the synergy of a team of experts with international backgrounds, extensive experience, and multicultural skills.

Our multidisciplinary team leverages global best practices, deep market insights, and leading digital innovations to design tailored HR solutions that drive performance, foster innovation, and enhance sustainable employee engagement.

We accompany forward-thinking organizations across Europe, Asia, Latin America, the Middle East, and the US, capitalizing on sector expertise in Tech; Digital, Retail; Luxury, Pharma; Life Science, Energy, and Industry.

Our holistic range of services includes driving digital transformation and advancing HR systems, recruitment and talent development, organizational reviews, cultural change, performance management, compensation and benefits policies, and employer branding.

Additionally, we remain committed to coaching and outplacement, providing comprehensive support for all aspects of human capital management.

Our objective remains the same: to bring creativity and performance to companies, while maintaining the close and quality relationships we have with our clients.

# OUR METHODOLOGY

## **A method focused on expertise, innovation, and performance.**

At HR Lab, our methodology is founded on the core objective of delivering creative and high-performance solutions to organizations, while maintaining a close, collaborative, and quality-driven relationship with our clients throughout every engagement.

Every collaboration begins with a strategic immersion process, during which our international and diverse multi-sector team dedicates time to listen, observe, and analyze, all with the aim of fully understanding your organizational context, culture, and aspirations.

Therefore, our approach involves a thorough combination of in-depth process mapping, detailed workflow analysis, surveys, stakeholder interviews, and focus groups to gain a clear understanding of your organizational dynamics.

This multi-faceted analysis enables us to identify critical high-impact levers and develop tailored, actionable recommendations. These insights provide a strong foundation for meaningful transformation and deliver measurable, sustainable results.

The HR solutions we develop combine worldwide best practices with market intelligence and the power of advanced analytics and cutting-edge technologies such as AI, people analytics, automation, real-time feedback, and digital learning, guided by clear KPIs to ensure transparent, results-driven management and agile adjustments.



## RECRUITMENT & SELECTION

### Scope overview

At HR Lab, we take the time to understand your unique culture and work hand-in-hand with you to connect with high-potential middle and senior leaders who exemplify professional excellence and genuinely embody the values and vision that make your organization special.

### Key Achievements

Achieved 30% faster hiring and 40% higher candidate quality, 33% turnover reduction, 87% manager retention, robust succession planning.

## ORGANIZATIONAL EFFECTIVENESS REVIEW

### Scope overview

At HR Lab, we analyze compensation trends to ensure your market competitiveness, design flexible variable pay structures, and harmonize and innovate employee benefit programs to enhance your employer brand and attract top talent.

### Key Achievements

25% increase in talent attraction, optimized C&B, flexible benefits, retention improvement, stronger satisfaction outcomes.



# DIGITAL TRANSFORMATION AND SYSTEMS INTEGRATION

## Scope overview

At HR Lab, we accelerate your journey to HR digitalization by optimizing and automating core HR operations, unlocking the power of people analytics, and streamlining end-to-end workflows—freeing up valuable time for your HR team to redirect their focus and energy toward core business priorities.

## Key Achievements

30% reduction in admin time, 40% fewer errors, rapid onboarding, dynamic HR dashboards, optimized decision-making.



# PERFORMANCE MANAGEMENT

## Scope overview

At HR Lab, we work alongside you to redesign performance management processes that integrate strategic goal alignment and translate review outcomes into clear pathways for employee progression.

## Key Achievements

21% productivity boost, transparent pay-for-performance, evolving skills frameworks, higher engagement scores.





## TALENT MANAGEMENT

### Scope overview

At HR Lab, we design personalized accelerated development programs to nurture your emerging and established talented people, empowering your global leadership to express their individuality, unlock their potential, elevate their performance, and drive your organization's success forward.

### Key Achievements

33% turnover reduction, 87% manager retention, robust succession planning.

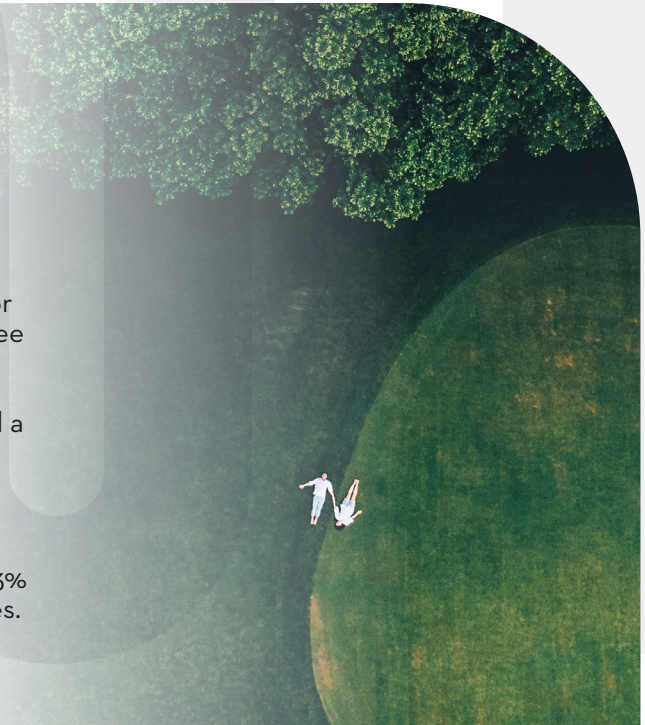
## CULTURAL ALIGNMENT AND EMPLOYEE BRANDING

### Scope overview

At HR Lab, we accompany you in your cultural transformation by aligning behaviors and mindsets with your core values through initiatives that anchor your strategic vision. We craft a distinctive Employee Value Proposition that resonates deeply with your workforce and implement targeted engagement strategies to foster commitment, collaboration, and a purpose-driven culture.

### Key Achievements

20-point eNPS increase, 50% more applications, 33% lower acquisition costs, improved cultural fit of hires.



## COMPENSATION & BENEFITS

### Scope overview

At HR Lab, we analyze compensation trends to ensure your market competitiveness, design flexible variable pay structures, and harmonize and innovate employee benefit programs to enhance your employer brand and attract top talent.

### Key Achievements

25% increase in talent attraction, optimized C&B, flexible benefits, retention improvement, stronger satisfaction outcomes.

## COACHING & OUTPLACEMENT

### Scope overview

At HR Lab, we offer personalized career coaching and outplacement services designed to enhance employee development and support successful career transitions with strategic guidance and skill-building for confident next steps.

### Key Achievements

Drive self-development and strengthen employer brand perception.



# OUR AREAS OF EXPERTISE

In every area of expertise, we aim for HR impact that is human, strategic, and measurable.

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## Service Offering

- Recruitment & Selection
- Talent Management
- Digital Transformation and Systems Integration
- Performance Management
- Compensation & Benefits
- Organizational effectiveness review
- Cultural Alignment and Employee Branding
- Coaching & Outplacement





## OUR AMBITION

At HR Lab, we know it all starts with people coming together, but we believe the real magic happens when we collaborate and create something truly **extra-ordinary**, side by side.

To us, **success** means making meaningful progress together, designing solutions that reflect each company's one-of-a-kind journey through **human insight, fresh thinking, excellence,** and **authentic partnership.**

## NOW LET'S CONNECT

Anastasiya Tyurina is an international consultant and organizational leader with extensive experience in developing and scaling startups and teams across three continents. As a founder and CEO, she built HR and operational systems, led multicultural teams, and delivered learning programs to over 10,000 professionals.

She collaborated with companies such as Microsoft and Oracle on modern recruitment and performance analytics. Anastasiya also led national innovation projects, built business incubators recognized in global rankings, and managed cross-functional talent initiatives.

Her education and work experience in France, Sweden, Switzerland, and the U.S. help her combine people development with business transformation and long-term growth.



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