

SUMMARY

Hyatt: Rethinking Talent Strategy for an Unpredictable Future

THE CHALLENGE

Hyatt, a global leader in hospitality, faced an urgent need to transform how it attracted, engaged, and retained talent. The company was navigating rising turnover, an evolving post-pandemic travel industry, and a need for new digital capabilities. To thrive in this uncertain environment and build adaptive capacity for an unpredictable future, Hyatt sought a modernized talent strategy aligned with its core values of care and purpose.

THE SOLUTION

Hyatt partnered with PwC to completely reimagine the employee experience. This transformation began with designing a new employee value proposition (EVP) that was grounded in Hyatt's mission of care and purpose. The EVP emphasized flexibility, inclusion, opportunity, and personal connection—elements crucial to attracting and retaining modern hospitality talent. Hyatt also took steps to strengthen internal mobility, enabling team members to explore career growth within the organization. This was supported by improved data infrastructure, technology upgrades, and simplified processes to enhance employee visibility into new opportunities.

Hyatt further invested in leadership development, equipping managers to guide their teams with clarity and empathy. They introduced systems to gather real-time employee feedback and used people analytics to continuously improve HR initiatives. This adaptive, people-centric model enabled Hyatt to stay responsive to both employee needs and industry changes, ultimately attracting and creating a workforce capable of navigating the challenges of an evolving hospitality landscape.

THE RESULTS

- Improved hiring effectiveness and engagement by aligning EVP with modern workforce expectations.



- Built a more agile, digitally enabled talent organization equipped to navigate uncertainty.
- Enhanced organizational readiness to respond to future disruption through scalable and sustainable practices.

CASE STUDY SOURCE

[pwc.com](https://www.pwc.com)

ADDITIONAL INFORMATION

[Hyatt.com](https://www.hyatt.com)