

CASE STUDY

# Strategic HR Outsourcing

## Executive Summary

Blue Star Gas, a multi-state logistics firm headquartered in Santa Rosa, CA, needed help with the development of its HR processes, HR compliance and communication. Since its initial engagement in 2021, BSG has turned to HUB for additional HR consulting support, including leadership training development and delivery, a comprehensive HR Assessment (FitHR), analysis of its California employment practices and executive management coaching. HUB's continued partnership with BSG includes providing HR mentoring and support.

### Blue Star Gas (BSG)

INDUSTRY: **Liquefied Petroleum Gas (LPG)**

SERVICES: **Propane Sales and Service**

LOCATION: **Santa Rosa, CA**

## CHALLENGE

Lacking documented HR processes, its people managers in need of upskilling and development (including an early career HR professional in need of training to handle more strategic HR work), and with significant growth leading to compliance risk concerns, BSG needed top to bottom HR support.

## SOLUTION

HUB worked with BSG to develop and train leadership on new HR processes such as recruiting, onboarding, and offboarding, as well as effective interview skills and performance management, including 1:1 leadership coaching to several managers. In addition to conducting a FitHR assessment, HUB is currently providing 1:1 coaching and training to BSG's HR manager, overseeing employment practices related to California compliance, and assisting BSG's HR Manager with the implementation of an Applicant Tracking System (ATS) to further expand on the recruitment process developed by HUB. HUB also connected BSG with our partners at HCM Unlocked to provide outsourced recruiting services.

## RESULTS

With HUB's help, BSG was able to streamline its HR processes for greater efficiency, reduce its compliance risk and improve the organization's management skills.

"We greatly appreciate the expert advice and support that the HUB team consistently provides our HR function. The input and recommendations are not only delivered with knowledge of the relevant laws and compliance requirements, but with thoughtful care to help us develop into a best-in-class company. HUB is always willing to help us - whether providing examples and templates or offering practical and cost-effective solutions."

**Paul Roberti**

*Chief Financial Officer,  
Blue Star Gas*

Partnership



Processes



Training & Coaching



**Reduced Risk and Improved Efficiency**