

# The Recipe for Success: **How JOEY Restaurants Leverages Data for Leadership Development**



## Executive Summary

JOEY Restaurant Group, consistently recognized as one of Canada's Best Places to Work for over 13 years, has built its success on operational excellence and leadership development. To further support strategic decision-making and scale leadership growth, JOEY partnered with PeopleInsight by HireRoad more than a decade ago.

By centralizing workforce data across its 40+ locations, JOEY now makes smarter, data-driven decisions that optimize hiring, reduce turnover, and strengthen leadership development.

### Key Achievements:

- **Centralized workforce and financial data** for improved decision-making.
- **Strengthened leadership development** with actionable, data-driven insights.
- **Reduced turnover** through targeted retention strategies.
- **Streamlined hiring and training** to align with business needs.



## Unlocking Data Clarity with PeopleInsight

Before PeopleInsight, fragmented data across HR and finance limited visibility into key workforce trends. Leadership lacked the insights needed to understand turnover costs, hiring patterns, and retention strategies across locations in Canada and the U.S.

PeopleInsight was selected for its low-cost integration and robust data visualization capabilities, streamlining reporting that once took days. For example, automated reporting now saves the marketing team days of work each month.

Initially senior leaders were hesitant to rely on data, but as the company expanded, the visualized, trended reports revealed the value of proactive workforce planning. Data-driven decision-making is now integral to how JOEY operates.

## Connecting Data to Business Performance

### Reducing Turnover with Targeted Insights

Turnover, a critical challenge in the restaurant industry, was addressed by leveraging PeopleInsight's comprehensive views across locations, brands, and management levels.

Nearly 50 turnover reports helped JOEY identify patterns and implement tailored retention strategies, significantly reducing turnover and saving on hiring and training costs.

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*We could see turnover trends by brand, province, and store, allowing us to address risks head-on.*



**Andrew Martin**

VP of People and Culture, JOEY Restaurant Group



## Connecting Data to Business Performance *(cont.)*

### Aligning Workforce Planning with Business Trends

Integrating HR and financial data provided JOEY with a clearer picture of how workforce changes impact business outcomes. Leadership identified seasonal sales dips linked to patio closures and student departures, enabling them to adjust staffing strategies accordingly.

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*These trends weren't random—they were predictable. We had the opportunity to plan better and reduce costs.*

— **Andrew Martin** VP of People and Culture

### Empowering Leadership Development with Data

Leadership development remains central to JOEY's culture. With PeopleInsight, the company began tracking objective and subjective performance measures, creating an employee scorecard that informs compensation and development conversations.

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*Visualizing data points in PeopleInsight allows us to compare assumptions with reality—providing critical checks and balances.*

— **Andrew Martin** VP of People and Culture

### The Long-Term Impact of PeopleInsight at JOEY

A decade into the partnership, JOEY has adopted a data-centric approach to talent management. PeopleInsight remains the single source of truth across key functions such as talent acquisition, learning & development, and HR. Leadership teams review insights monthly, tracking progress and holding themselves accountable for performance outcomes.

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*We couldn't present complex data so impactfully without PeopleInsight.*

— **Andrew Martin** VP of People and Culture



## Conclusion

JOEY Restaurant Group's partnership with PeopleInsight has transformed its approach to leadership development and workforce planning. By centralizing data, identifying key workforce trends, and aligning leadership strategies with business performance, JOEY continues to set the standard for operational excellence in the hospitality industry. As JOEY grows, data will remain at the core of how it develops future leaders, plans its workforce, and drives sustainable success.

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*Leadership development is fundamental to our company, and PeopleInsight allows us to do it better, more efficiently, and with greater integrity.*

— **Andrew Martin** VP of People and Culture

## About PeopleInsight by HireRoad

PeopleInsight is a trailblazer in people analytics, offering an affordable, highly customizable solution. Our industry-leading software, unifies your people data and delivers actionable insights in just 5 days. We empower forward-thinking businesses with best-in-class analytics and ongoing analyst support, to create better business outcomes at the lowest possible cost.

For more information, visit [HireRoad.com](https://HireRoad.com)



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