KEEPING THE "HUMAN" IN HUMAN RESOURCES

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WHAT DOES HUMAN RESOURCES MEAN?

- Human Resources (HR) is **the department within a business or organization responsible for managing its employees**.

- HR is responsible for hiring, firing, and managing employee benefits, payroll, and other staffing needs.

WE'RE IN THE PEOPLE BUSINESS

HIRE NICE PEOPLE

- Experience and degrees are great ways of measuring employees' qualifications and potential…but ask yourself, are they nice people?

- A person can be the most qualified, educated, and experienced possible employee on the planet, but if they have the personality of a wet paper bag or of a caged wolverine, it's guaranteed they're not going to do much for your business.

TEN QUALITIES OF A VALUABLE EMPLOYEE

Taking initiative	Giving credit to others	Being responsive	Being dependable	Staying healthy

Becoming self-disciplined	Listening to instructions	Taking responsibility	Performing your duties cheerfully	Exceeding expecatations

Hiring the wrong people could ruin their company—while hiring effective, productive employees could cause business to soar.

- Achieving status as an **'employer of choice'** puts you in the driver's seat for recruiting, hiring and retaining the best people.

  - When the job market is competitive, as it has increasingly become for the best and the brightest, having potential employees seek you out is a very fortunate position to be in.

  - It's not, however, a status that is easily attained or maintained – it requires a thoughtful and strategic approach that begins with understanding what people value most when deciding where they want to work.

Becoming

the

employer
of choice

STRONG REPUTATION

- An organization that is highly respected within the industry or the region is naturally a place where people want to work.

- You can build on your strong reputation within the community by ensuring employee experience matches what they expect once they begin working for you.

- This consistency will help you maintain a strong reputation and create a positive feedback loop for new and potential employees.

- Prioritize job security and build solid financial plans to ensure long-term stability.

- Keep your promises to all stakeholders and get in front of issues early, openly, and honestly.

- Pay attention to employer review sites and survey your people regularly to understand what you do well and where improvements are needed.

COMMUNITY INVOLVEMENT

- Strong corporate citizenship is very appealing to potential employees.

  - This includes ethical practices, sustainability initiatives, and social responsibility.

  - People feel great when they know they are working for an organization that gives back and gets involved.

- Develop a strategic Corporate Social Responsibility (CSR) plan that is consistent with your values and principles.

- Support causes and community organizations that your employees are attached to already and provide paid time for them to get involved.

- Build on your CSR activities to boost morale, build camaraderie, and enhance your teambuilding efforts.

CREATING A GREAT WORKPLACE CULTURE FOR ALL

COMPLETE CHECKLIST FOR EMPLOYERS

GREAT PLACE TO WORK® FOR ALL CHECKLIST

Do all employees have the information and resources needed to do their job?

Do all employees have a voice?

Do all employees have the opportunity for recognition and/or promotion?

Do all employees know their purpose?

Do all employees feel safe to bring their full selves to work?

DO ALL EMPLOYEES HAVE THE INFORMATION AND RESOURCES NEEDED TO DO THEIR JOB?

ACCESS TO INFORMATION

- When employees feel **'in the know'** they understand they are part of something bigger than just their job description.

    - This is motivating and exciting and something that people are actively looking for from their employer.

    - Open communication and transparency are vital to become a workplace of choice.

- Share industry news, organizational updates, etc. with employees before the information is shared externally.

- Endeavor to share information consistently and use a variety of communication methods to improve accessibility for all.

- Be transparent with financials and performance metrics, put the numbers into perspective for the benefit of nonfinancial staff, and be available to answer questions.

DO ALL EMPLOYEES HAVE A VOICE?

LISTEN UP! YOUR EMPLOYEES HAVE SOMETHING THEY WANT YOU TO HEAR.

We're Overachievers!

Away from work we excel at many things

We're dependable, trustworthy, and usually do a good job

We don't complain or cause a lot of problems

You probably think we're pretty good, too

We could do so much more!!

YOUR EMPLOYEES ARE PASSIONATE AND WILLING TO SACRIFICE EVERYTHING FOR

- ☐ Their Children
- ☐ Their husband/wife
- ☐ Their families
- ☐ Anything we value

We're Involved In

- ☐ Little League
- ☐ Churches
- ☐ Bowling League

WE DON'T NEED OR WANT TO BE JUST AVERAGE, EVERYDAY EMPLOYEES, WHEN WE COULD BE SO MUCH MORE.

HELP US BE THE COMMITTED, ENERGETIC, DYNAMIC EMPLOYEE YOU'VE DREAMED OF.

LISTEN TO US.

WORK-LIFE BALANCE

- It can't be said enough – refreshed, relaxed, balanced people are the most productive and satisfied.

- Professional and personal goals are not mutually exclusive, and the most desirable workplaces offer a wide range of programs and practices that support their employees' personal needs.

- Offer flexible schedules, work from home, generous vacation, etc.

- Where possible, focus on results versus time spent at the office.

- Consider wellness perks like massage, games rooms, and fitness classes.

- Incorporate personal goals with professional ones as part of your performance management.

DO ALL EMPLOYEES HAVE THE OPPORTUNITY FOR RECOGNITION AND/OR PROMOTION?

APPRECIATION AND RECOGNITION

- Recognizing employees for the hard work they do is essential.

  - No one wants to feel taken for granted or have their contributions go unnoticed.

  - Developing a strong performance management system will help ensure your people feel valued and appreciated all the time.

- Set individual as well as team performance goals and targets so that each type of contribution has the potential for recognition.

- Understand the difference between perks and rewards – perks, like free lunches or afternoons off before a long weekend, often become expectations while rewards are reserved to recognize specific behavior.

- Get creative with special occasions like anniversaries, birthdays, and team wins to keep things fun and lively.
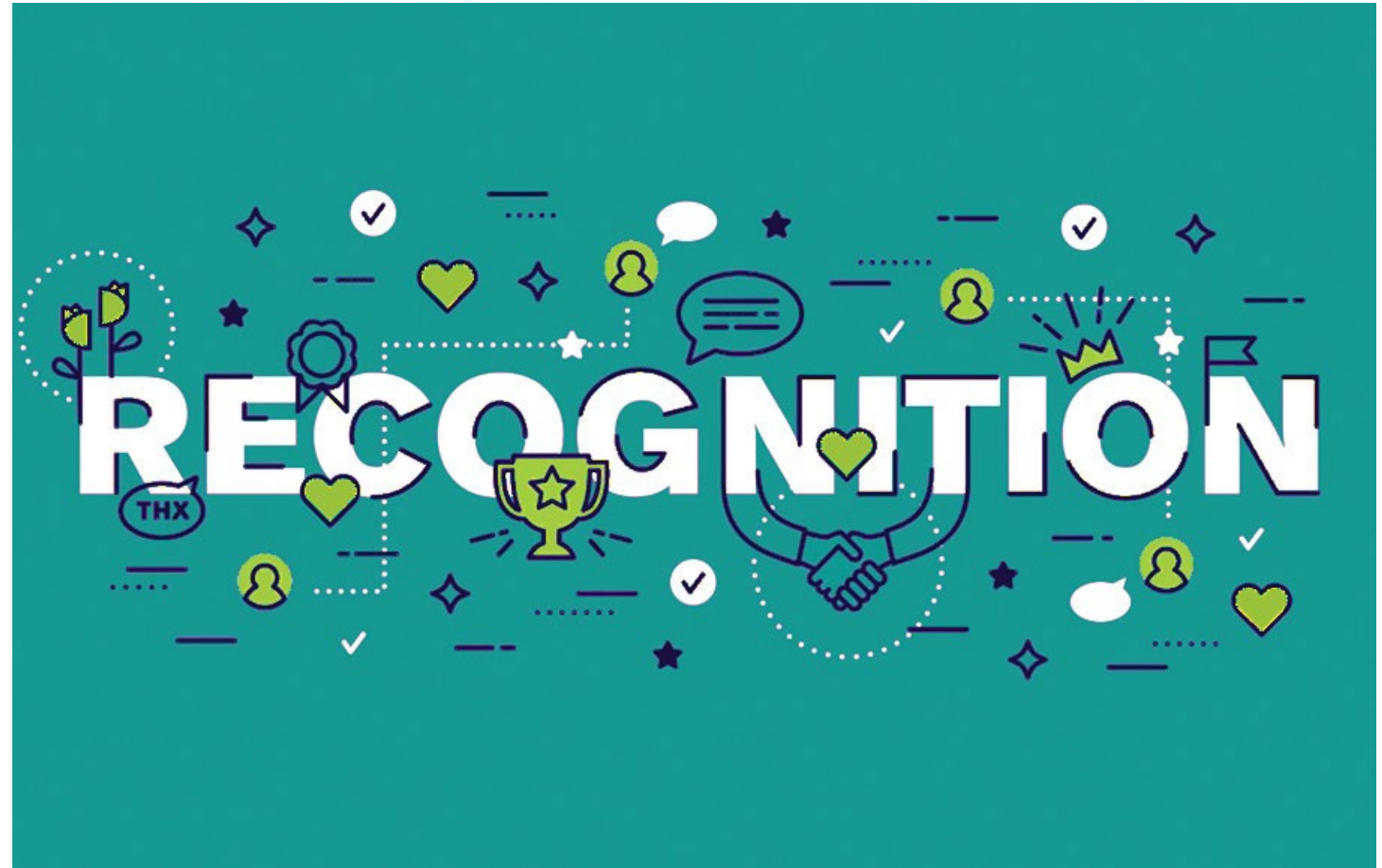
CAREER GROWTH

- One of the main reasons people leave an organization is for a growth opportunity.

  - Whether that's taking a position with more responsibility or one that uses a different set of skills; people want to evolve in their positions.

- Create a variety of career paths that facilitate movement up and through the organization.

- Engage in regular career planning sessions with your people.

- Provide the support necessary to identify their next move(s) and build their skills accordingly.

DO ALL EMPLOYEES KNOW THEIR PURPOSE?

MEANINGFUL WORK

- Promotions and lateral moves aren't always possible so that's where stimulating and challenging work assignments are important.

  - Stretching employees to reach their potential without creating too much stress is a balancing act though.

  - When jobs become too routine you risk bored or apathetic employees while too much challenge creates stress and burnout.

    - Develop job share and job rotation options.

    - Regularly put together cross-functional teams.

    - Develop committees for various projects and to solve problems.

EMPOWERMENT

- Employees desire to be involved in decisions and they want to be trusted to take responsibility for how they complete their work and to influence how work is generally done.

  - Things like bureaucracy and micromanagement detract from the workplace and leave people feeling stuck with no space to grow and develop.

  - Look for ways to get people involved in big and little decisions on a daily basis.

- Provide lots of feedback and support to help employees understand their role and how it fits into the bigger picture.

- Embrace mistakes as learning opportunities with lots of opportunities to debrief and discuss when things go wrong.

- Encourage innovation and suggest simple processes so that people realize their ideas are truly important and desired.

DO ALL EMPLOYEES FEEL SAFE TO BRING THEIR FULL SELVES TO WORK?

STRONG LEADERS

- Trusted organizational leadership is highly valued.

- It sets the tone for respectful deliberation when it comes to mission, vision, strategy and decision making.

- Employees feel secure when they trust leaders will make sound business decisions and that the work being done is purposeful.

  - Ensure your vision is well articulated and communicated and with your people during your strategic planning process.

  - Encourage leadership skill development and identify potential future leaders early on.

  - Be approachable and provide many opportunities to interact with employees at all levels and areas of the organization.

LEADERS ARE RESPONSIBLE FOR EVERYTHING THAT HAPPENS OR FAILS TO HAPPEN.

HERE ARE SOME OF THOSE THINGS:

❑ Retention of employees

❑ Healthy work environment

❑ Job satisfaction

❑ Absenteeism

❑ Tardiness

❑ Productivity

FAIRNESS

- People are very perceptive when it comes to fair treatment, and they choose to work where they trust equity is a strongly held value.

  - Things like favoritism and policies that don't apply equally to everyone create a lot of discord and lead to good people leaving an organization.

  - This concept applies to internal as well as external practices and by attending to both, you will create a much healthier and robust workplace.

- Review your day-to-day practices, look for discrepancies between actions and policy, and make a plan to close the gaps.

- Examine diversity and inclusion metrics within your organization and establish solid, measurable plans for improvement where needed.

- Survey your salary and wages against competitor, industry and regional benchmarks to ensure your total compensation is at or above market averages.
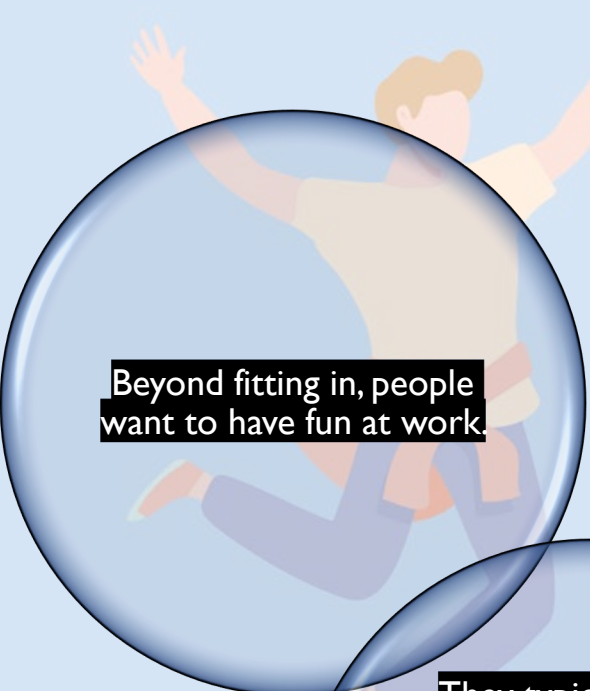
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Once you identify these potential gaps in workplace experience, layer in your employee survey data to see if under-represented groups are getting the support they need.
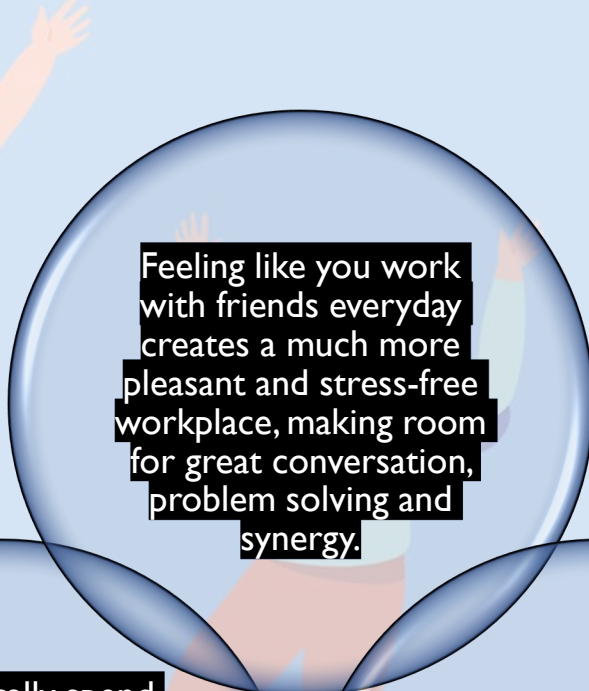
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Be on the lookout for people and groups who are often overlooked, including underrepresented groups, front-line employees, remote workers and people who work in supporting roles.
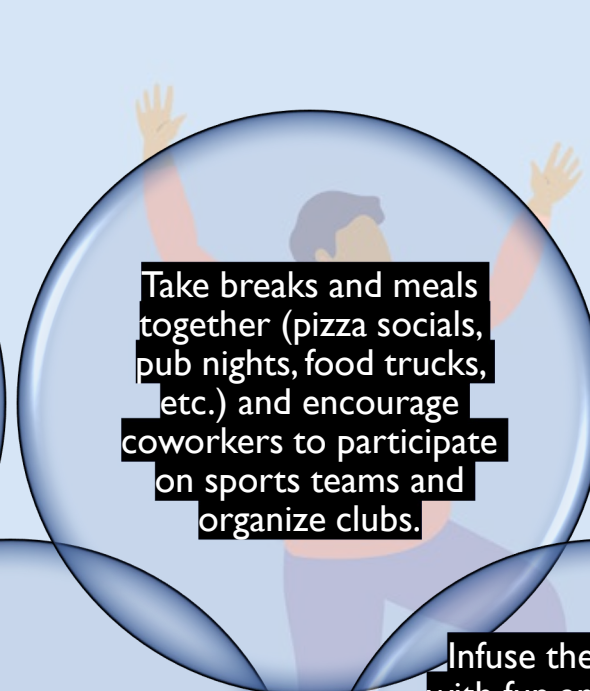
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Remember, diversity is a measure of difference, so go beyond that to find out how groups across demographics are experiencing the workplace and if there are gaps, work to improve them.
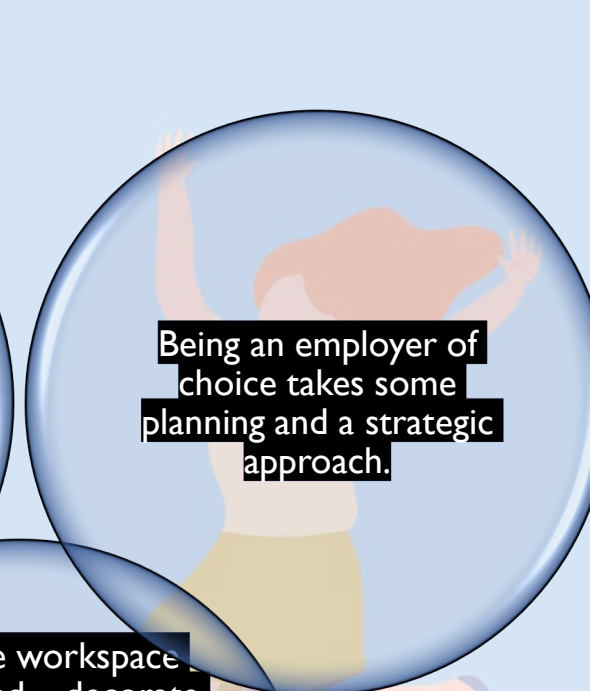
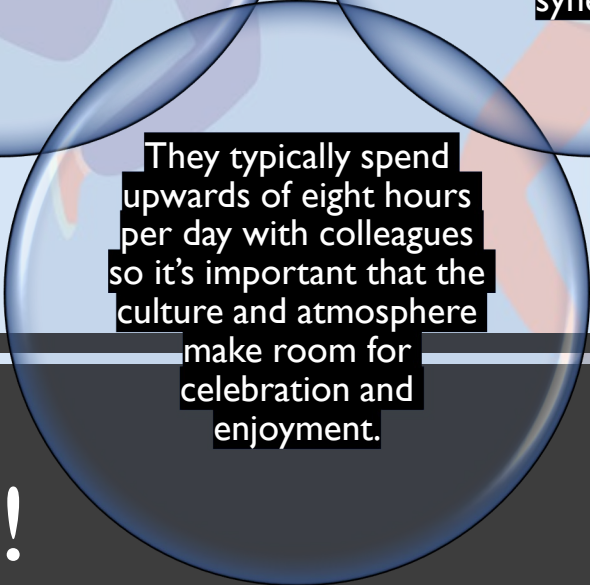Beyond fitting in, people want to have fun at work.

Feeling like you work with friends everyday creates a much more pleasant and stress-free workplace, making room for great conversation, problem solving and synergy.
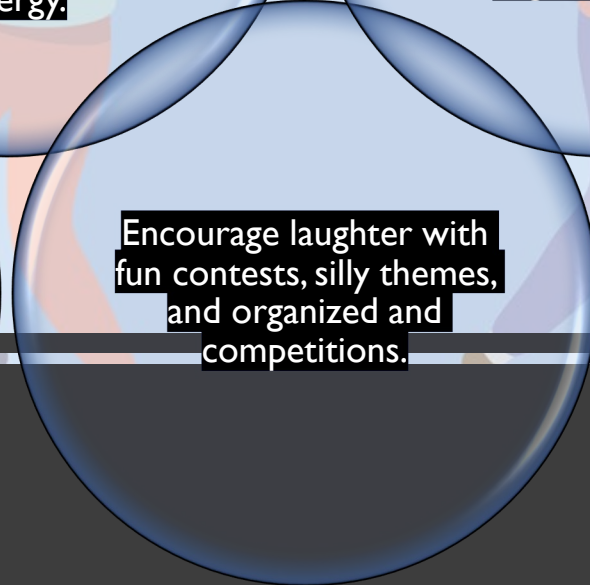
Take breaks and meals together (pizza socials, pub nights, food trucks, etc.) and encourage coworkers to participate on sports teams and organize clubs.
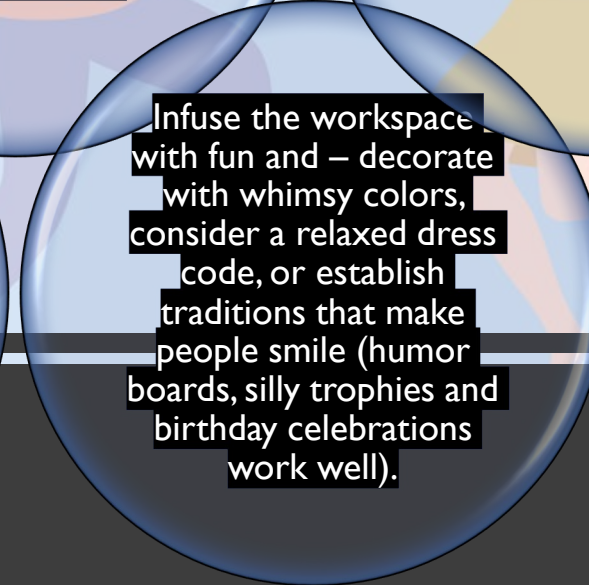
Being an employer of choice takes some planning and a strategic approach.

They typically spend upwards of eight hours per day with colleagues so it's important that the culture and atmosphere make room for celebration and enjoyment.

Encourage laughter with fun contests, silly themes, and organized and competitions.

Infuse the workspace with fun and – decorate with whimsy colors, consider a relaxed dress code, or establish traditions that make people smile (humor boards, silly trophies and birthday celebrations work well).
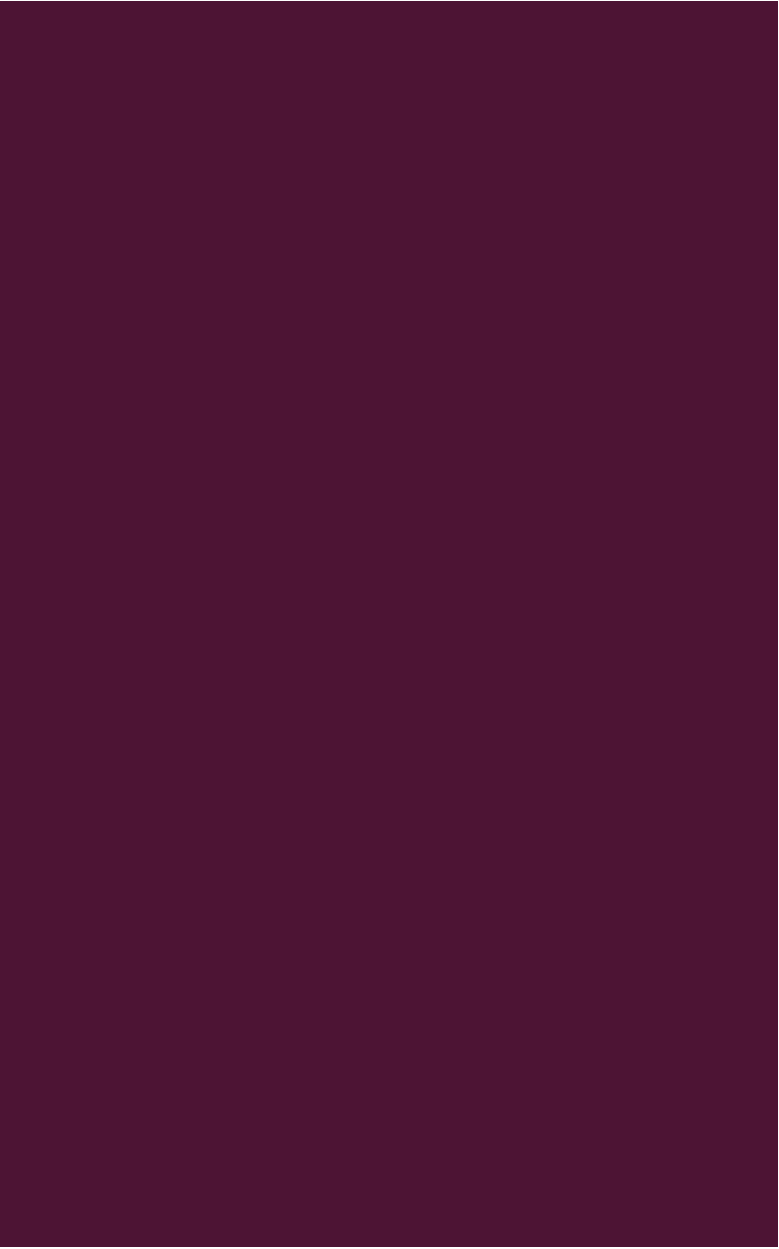
FUN!

BECOME A GREAT PLACE TO WORK MAKE IT EASY TO SURVEY YOUR EMPLOYEES, UNCOVER ACTIONABLE INSIGHTS AND GET RECOGNIZED FOR YOUR GREAT COMPANY CULTURE.

APPLY INSIGHTS, ADVICE, AND TOOLS TO FUEL THE VISION, DECISIONS AND ACTIONS THAT DRIVE BUSINESS PERFORMANCE.

KEEPING GOOD PEOPLE REQUIRES THOUGHT AND STRATEGIES – MOST OF WHICH COST NEXT TO NOTHING

KNOW WHAT'S IMPORTANT TO YOUR EMPLOYEES

	Managers	Employees
Good Wages		
Job Security		
Promotions & Growth		
Good Work Conditions		
Work That's Interesting		
Personal Loyalty		
Tactful Disciplining		
Appreciation for good work		
Sympathetic Help with Problems		
Feeling "in" on things		

Source: Foreman Facts, Labor Relations Institute of New York

KNOW WHAT'S IMPORTANT TO YOUR EMPLOYEES

	Managers	Employees
Good Wages	1	5
Job Security	2	4
Promotions & Growth	3	7
Good Work Conditions	4	9
Work That's Interesting	5	6
Personal Loyalty	6	8
Tactful Disciplining	7	10
Appreciation for good work	8	1
Sympathetic Help with Problems	9	3
Feeling "in" on things	10	2

Source: Foreman Facts, Labor Relations Institute of New York