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Society of American Florists



WOULD YOU WORK FOR **YOUR** COMPANY?

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Session Outcomes

You will gain an overview of...

- ✓ Your Role
- ✓ The HR Value Proposition
- ✓ The Employee Lifecycle
- ✓ Finding Talent: When, Where & How?
- ✓ How To Position Your Company
- ✓ Your Questions

Your Role

You may wear many hats in your organization...
CEO, CFO, Strategist, Business
Development, Negotiator & Customer Service.

In addition

You are the employer, leader, and manager
within your company implementing HR
functions.



Your Role

To do this effectively you have to understand the expected value proposition in a company as it relates to human resources.



What Is A Value Proposition?

A value proposition is a **promise of value to be delivered** and acknowledged and a **belief** from the recipient that **value will be delivered and experienced.**





What Is A Value Proposition?

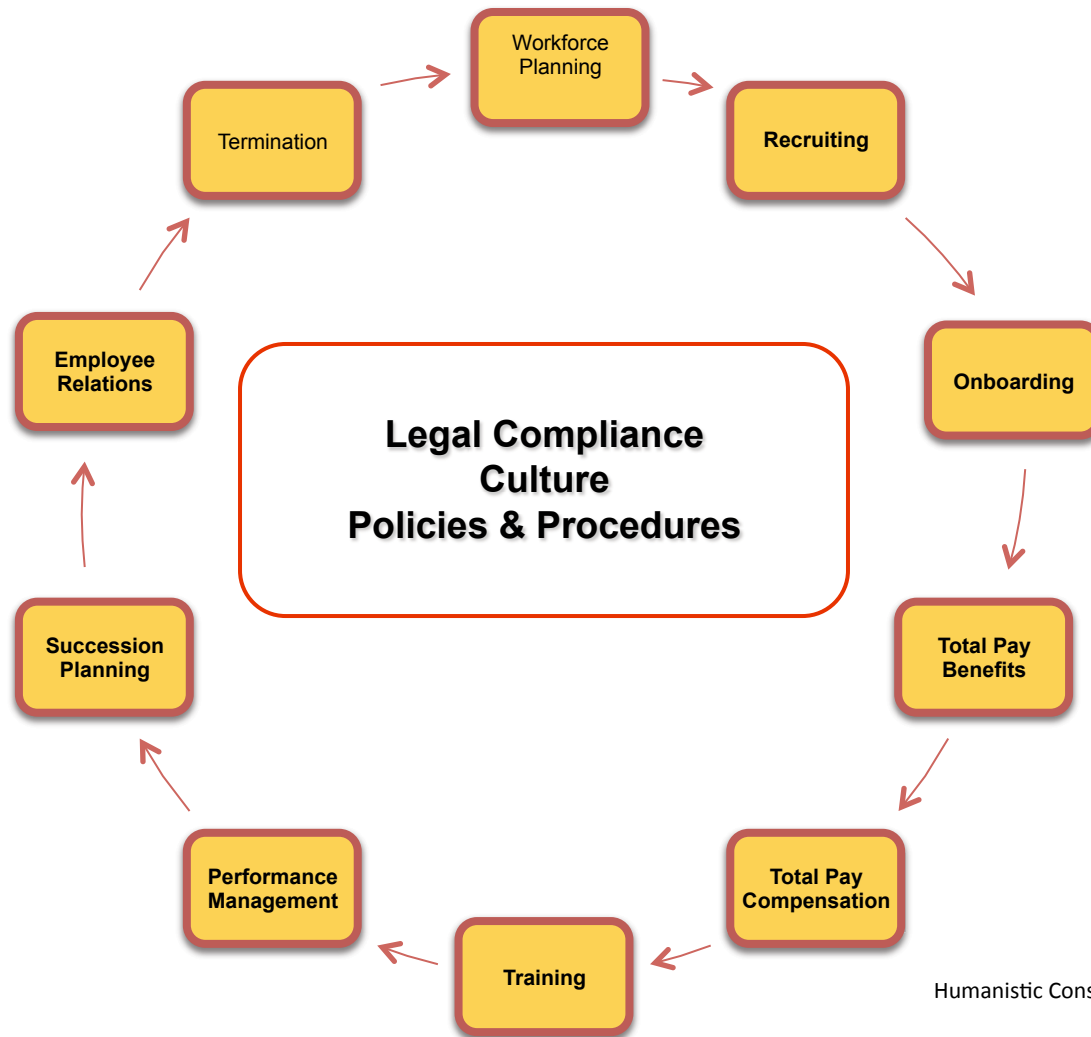
A company has a **human resource** value proposition that retains and engages current employees and attracts potential employees.

What characteristics are most meaningful to current and prospective employees?

- Growth and development opportunities
 - Work that has meaning
 - Money
 - Benefits

The Employee Lifecycle

The HR Value Proposition





The Employee Lifecycle

The HR Value Proposition

What three elements are woven into the Employee Lifecycle?

– Legal Compliance

- Federal & State Laws

– Culture

- The Gap Between What You Say You Do & What You Really Do

– Policies & Procedures

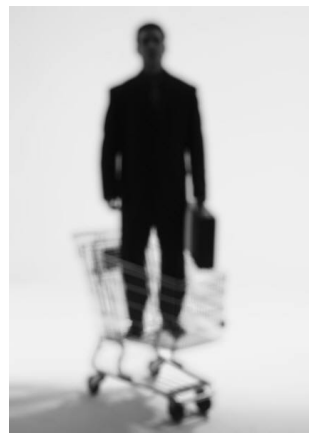
- Employee Handbook that Details Your Guidelines

The Employee Lifecycle

The HR Value Proposition

What are Sub Sets of the Employee Lifecycle?

- Workforce Planning
 - Turnover Analysis
 - Exempt vs. Non-Exempt Analysis
 - Employee vs. Contractor Analysis
 - Competency Development
 - Job Description Development
- Recruiting
 - Interviewing
 - Background/Reference Checks



The Employee Lifecycle

The HR Value Proposition

What are Sub Sets of the Employee Lifecycle?

- Hiring/On Boarding
 - Orientation & New Hire Paperwork
 - On-the-Job Training
 - Mentoring
- Total Pay/Benefits
 - Medical/Elective Benefits
 - Culture Initiatives
- Total Pay/Compensation
 - Wages/Salary
 - Incentives/Bonus



The Employee Lifecycle

The HR Value Proposition

What are Sub Sets of the Employee Lifecycle ?

- Training
 - Skill/Compliance
 - Leadership
 - Current/Next Position
- Performance Management
 - Goal Setting
 - Performance Evaluation/Increase
- Succession Planning
 - IDP – Individual Development Plan
 - Coaching



The Employee Lifecycle

The HR Value Proposition

What are Sub Sets of the Employee Lifecycle ?

- Employee Relations
 - Recognition/Celebration
 - Culture Initiatives
 - Progressive Coaching
- Termination
 - Promotion
 - Resignation/Termination
 - Exit Interviews
 - Transition of Work





The Employee Lifecycle

The HR Value Proposition

As an employer/leader/manager, you must understand and provide services at each point on the lifecycle. That is an expectation from **current and potential** employees.

Take a few moments and identify where you have **strengths and areas of opportunity** relative to the HR Value Proposition in your organization?

Finding Talent

When, Where & How?

The New Recruiting Paradigm

- Recruiting is an everyday function
- Place ads on Indeed and Craig's List
- Participate in network groups
- Set aside specific days to interview
- Think succession planning
- Staff ahead of the curve
- **There are no sacred cows!!**





Hiring Strategy

What is the Purpose of the Interview?

The purpose of an interview is to determine if an individual is the best candidate for the job OR to eliminate him or her from consideration.

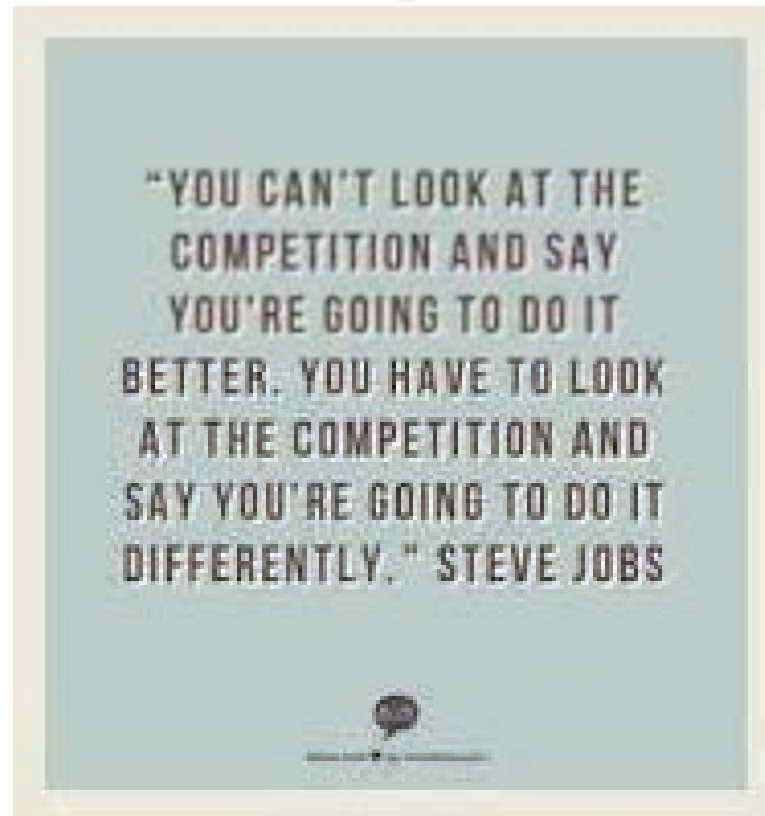
Remember there are no “bad candidates”, they may not be the right match for the organization!

Hiring Strategy



How To Position Your Company?

It is not about winning it is about information!



How To Position Your Company?

Assessing Your Competition & Trade Area

Who Is Your Competition?

- ✓ EVERYONE
- ✓ In City – 2 blocks in any direction
- ✓ Remote Area – 1 mile in any direction

What Do They Offer Their Employees?

- ✓ Wages, benefits, hours, flexibility, etc.
- ✓ Growth & development, training





How To Position Your Company?

Communicating Your Value Proposition

In advertisements, at network groups...any chance you get!

- ✓ Company History
- ✓ Purpose/Mission/Vision
- ✓ Culture
- ✓ Giving Back
- ✓ Benefits
- ✓ Time Away From Work
- ✓ Growth Opportunities



Thank You!

To receive slides and a complimentary copy of our "I **HATE** HR...but I gotta do it anyway!" Newsletter

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