



Knowing Your HR Challenges and Providing Powerful Solutions

Don't Fall Prey to Disloyal Employees, Greedy Lawyers and Power Hungry Bureaucrats!

-Gary Halbert

We can go through an elaborate questionnaire with you (and with many clients we do) about your specific workforce challenges. Chances are, however, most of your challenges are common to employers as a whole. Finding great people, keeping great people, managing them to be productive, dealing with them when they are not, and keeping our rear ends out of lawsuits.

Experience tells us it's managing employees that drive most business owners nuts. By now you have learned how to manufacture, market and deliver a product or service. Most likely, the final frontier for growing your company is to conquer "the employee thing".

What follows are the most common employer concerns and what we have done to address them with the *HR That Works* program...

1. ***HIRING GREAT EMPLOYEES*** – As it states in *Good to Great*, there is no substitute for getting the "right people on every seat of the bus." Fact is, half of the workforce in your industry is above average and half of the workforce is below average. Do you know which half you are hiring? How would you know? How much did your last bad hire cost you? What weakness in your system caused this failure? Are you hiring people because those in charge are desperate, infatuated or lazy? Do you even have a hiring process? If so, is it in writing? If not, it's not a process!

Here are the *HR That Works* tools we provide to help hire great employees:

- Training Program in PowerPoint format and streaming video.
- Special Report – *How To Find And Hire The Best Employees*.
- 27-question audit.
- 32-question quiz.
- Personnel forms including: 19 Strategies for Hiring the Best, Hiring Checklist, Position Request Form, Employment Application, Job Description Template, Pre-Interview Questionnaire, Interview Questionnaire, Questions to Avoid During an Interview, Applicant Appraisal Form, Co-Employee Applicant Appraisal Form, "At-Will" Policy, Post Employment Release of Employment Information, Checklist for Compliance with Consumer Credit Laws, Pre-Application Information Lease, Sample Certification Letter, Sample Pre-Adverse Action Disclosure Letter, Sample Pre-Adverse Action Notice Letter,

Pre-Hire Reference Check, Employee Reference Request, Notice of Job Opening, Sample Rejection letters (pre & post interview) and Sample Offer Letter.

- Note: All of our employee-oriented forms are also available in Certified Legal Spanish!
- Four one-hour TeleClasses with hiring experts discussing background screening, drug testing, skill testing and character assessment strategies.

The benefit to our company if ***HR That Works*** helps us prevent even one poor hire = _____

2. ***RETAINING GREAT EMPLOYEES*** – The ***HR That Works Turnover Cost Calculator*** explains how it cost at least \$54,000 to replace a \$50,000 per year white-collar employee. That does not include if they took customers, clients or employees with them, or, if they filed any form of claim! Fact is, today’s employees are loyal to their career, project or team and very few to the company. Retention is about finding that delicate win/win balance with your workforce.

HR That Works employee retention tools include:

- Training Program in PowerPoint format and streaming video.
- Special Report - *Now That I’ve Got Them, How Do I Keep Them?*
- 17-question audit.
- 15-question quiz.
- Personnel forms including: Employee Turnover Cost Calculator, Retention Program Possibilities Excel spreadsheet, and Exit Interview form.
- One-hour TeleClass on employee retention.

The benefit to our company if ***HR That Works*** helps us prevent the loss of one good employee = _____.

3. ***PERFORMANCE MANAGEMENT*** – Most employer practices in this area were designed more than 50 years ago. In today’s workplace they are usually more destructive than beneficial. Ask yourself this: “How would my employees know if they are performing well without having to be asked or be told?” More than thirty years ago, Dr. Deming revolutionized manufacturing by eliminating such thinking and creating quality control circles, otherwise known as “kaizen”. Basically, he put the performance management thinking on the front-end with employees where it belonged! We have produced our tools in alignment with this powerful philosophy.

HR That Works performance management tools include:

- Training Program in PowerPoint format and streaming video.
- White Paper – *Performance Improvement Process*.
- 42-question audit.
- 15-question quiz.
- Personnel forms including: How To Be An Excellent Employee, Going The Extra Mile Reward Form, The 60 Day New Employee Survey, Employee Self-Study Bonus Report,

Employee Suggestion Form, Benchmarking Worksheet, Benchmark Considerations, Daily Time Sheet/Process Improvement, Weekly Time Sheet, Prioritization Summary Form, Performance Improvement Dialogue Worksheet, Performance Improvement Form – Short or Long Version, Peer Improvement Form, Supervisor Improvement Form, Managing Poor Performance Checklist.

- One-hour TeleClass on performance management.

The impact to the bottom line, if **HR That Works** helps make your payroll only 5-10% more productive (i.e. 2 million x .05 = 100k+) = _____

4. **DISCIPLINE AND TERMINATION DECISIONS** – No matter how hard you try, sometimes employees just don't "get it". How we manage poor performance makes or breaks an employee relationship. One might want to reflect on Malcolm Gladwell's statement in *Blink* that some 90% of relationships which start going south, continue to go in that direction.

HR That Works discipline and termination tools include:

- Training Program in PowerPoint format and streaming video.
- Special Reports: *Discipline and Termination* and *Investigating and Managing Wrongful Employee Conduct*.
- 42-question audit.
- 15-question quiz.
- Personnel forms including: Sample Code of Ethics, Employee Arrest or Criminal Activity, Prohibited Activities (Standards of Conduct), Complaint Procedure, Conflict Resolution Checklist, Notice of Disciplinary Action, Disciplinary Leave Notice, Managing Poor Performance Checklist, Employee Correction Form, Pre-Termination Checklist, Termination Checklist, Termination Notice, Exit Interview Form, Termination Certificate, Sample Post-Employment Reference Policy, Sample Customer Letter for Departed Employee, and Sample General Release Agreement.
- One-hour TeleClass on discipline and termination decisions that keep you out of court.

The benefit of **HR That Works** helping us to make better discipline and termination decisions = _____

5. **STAYING OUT OF COURT** – This is one of the strengths of our program. Did you know that employees win 63% of the cases that go to trial? That the average employee verdict is in the \$250K range and the average settlement around \$75K? And, that doesn't even include the legal fees- which you pay win or lose. In the experience of those who have been down this ugly road, it only takes one claim to impact your bottom line big time!

Chances are your company has less than 500 employees and a HR person who is overwhelmed. The goal of our program is to help you employ front-end strategies to eliminate the vast majority of claims. It is a statistical fact that 20% of claim categories produce 80% of the claims filed. You need the proper philosophy, strategies and tools to eliminate these critical exposures.

HR That Works compliance tools include:

- Sexual Harassment Training Program in PowerPoint format and streaming video, 22-page report, 15-question audit and a 10-question quiz.

- Diversity and Discrimination Training Program in PowerPoint format and streaming video, 11 page report, 28-question audit and a 14 question quiz.
- Self conducted 200-question Employment Practices Audit.
- *Lawsuit Free! How To Prevent Employee Lawsuits* Training Program in PowerPoint format and streaming video.
- 8 *Risk Management Models* with related forms.
- Special Reports: *10 Traps for the Unwary Employer, The Nuts and Bolts of an Employment Lawsuit, The Nuts and Bolts of Employment Laws Affecting the Workplace, and The Nuts and Bolts on How To Find, Choose and Manage a Lawyer.*
- Personnel Forms including: Compliance Program FAQ, Risk Management Essentials, EEO Statement, Employee Compliance Survey, Checklist for Investigating Complaints of Sexual Harassment or Discrimination, Employee Complaint Form, Complaint Interview Form, Sample Witness Statement, Family and Medical Leave Act Policy and Forms, ADA Policy and Forms, Personal Record Retention Checklist, Employment Practices Checklist, and Employment Practice Liability Insurance Worksheet, and numerous California specific forms.
- 50 question Compliance Quiz. (I would have *every* one of my managers take this!)
- Numerous one hour TeleClasses with legal experts and others on subjects including the FMLA, ADA, Workers' Comp and more.

Potential exposure to employment law claims (average verdict 250k, average settlement 75k) = _____

Note: *HR That Works* users get to call Don Phin (www.donphin.com), a nationwide compliance expert, to run their concerns by him as a "hotline" service. This service alone is worth the program fee.

6. ***GETTING EMPLOYEES TO PLAY TEAM*** – There is simply no substitute for it. As the saying goes, a rising tide floats all boats. Before we can improve our teams, we have to take a snapshot of where we are. To do an assessment of our culture. And then do something with the feedback. We also need techniques and tools to help build team understandings and commitments.

HR That Works tools include:

- Training module on *Building Powerful Employment Relationships*, including interactive book and workbook, PowerPoint presentation and streaming video.
- Employee Knowledge Survey – Every company that has gone through this process has made dramatic improvements to their bottom line! Yours will too.
- Special Reports - *How to Motivate Your Employees* and *Playing Team*.
- Forms include: The Most Important Things We Do Everyday and Team Rules.
- Employee Handbook maker.
- One hour TeleClass on improving teamwork.

The benefit to our company from improved teamwork = _____

7. ***DEVELOPING A STRATEGIC HR PARTNER*** – If it were our company, we would want an HR department that adds value. Don ran a forum for three years for senior HR executives. (www.croforum.com) He speaks to HR executives nationwide (and even on cruise ships) on being a strategic HR executive.

Here are some ***HR That Works*** tools that we would want our HR executives to be using:

- *HR Cost Calculator* – Do you *really* know what your HR practices are costing you? Again, how would you? This is the most extensive worksheet of its kind. Any place. It should serve as the basis for a report card from your HR executive.
- *HR Department Survey*- Find out from your management team well HR is meeting their needs.
- *How To Become A Strategic HR Partner* – Don has helped coach many HR executives to become bottom line driven. This document is a roadmap to HR success.
- Forms include: *Turnover Cost Calculator, Retention Program Excel Spreadsheet, Assessing Your HRQ* and more.
- One-hour TeleClass with Don on being a strategic HR Executive.

The benefit to your company of having a strategic HR executive = _____ (priceless!)

And there is much, much more!

How can you afford not to do this??

Unfortunately, most folks sell human resources to you as a cost. We like to think differently. We are smart enough to realize that most executives are motivated by revenue, not cost. Heck, give me enough revenue and I can cover all my costs.... Right?

Answer this: How much does the typical company have to bring in terms of revenue to match a dollar in cost? What would the answer be for your company? Many are quick to provide a 10 to 1 ratio figuring if they have a 10% return on investment so that's how it should be calculated. But that's not the case. Due to fixed overhead factors, most companies have a 3x multiple. If the bottom line figure in terms of cost to your organization of a really bad hire is \$100,000, it will take approximately \$300,000 to replace those out of pocket costs. Our question is this: Where is that money going to come from? From an already burdened sales force? How many cars, dinners, widgets or billable hours does that represent? And, that's just to break even again!

Perhaps now you understand why we suggest if you implement the HR That Works program, it should be the equivalent of hiring a new sales executive. Maybe even a few of them.

If by chance you are not the business owner who is reading this, then our question to you is this: Are you having this conversation with your boss? If so, at what level? If not, when are you going to begin? All of the tools you need are right here and they will love you and pay you for using them!

As you have probably guessed, we can go on and on. By now, you should at least be curious as to how much the program costs. Fortunately for you, the cost of access for an entire year is only \$997, which is one third off the list price of \$2995, or you can pay monthly at \$97 mo. And, we offer a 100% money back guarantee. You have up to a full year to ask for every penny back, no questions asked.

Fact is, the only risk that you have is in not using the program!

Here are some final considerations:

- As noted, all of our employee oriented forms, job applications, interview questionnaires, change of address forms, etc, are also in certified legal Spanish. So are our sexual harassment and discrimination training programs.
- We have monthly one hour TeleClasses with experts from around the country, and have stored these TeleClasses online for listening at any time. (We currently have three years worth of TeleClasses stockpiled.)
- Your management team can be sent the monthly *Compliance and Culture* e-Zine. (I would make sure that *every* one of my managers read it).
- If you have any questions about use of the program, or have an HR challenge, we are here to answer them.

So, Here's What I Encourage You To Do...

Take a look at the enclosed CD Rom, which will give you a brief visual overview of the HR That Works program. Then share it with your HR person. If you would like, call me and I will give you a personal 15-minute tour and answer any questions you may have. I promise- you and your HR person will be glad you did!

I remain steadfast in my conviction that this program will make real bottom line distinctions at your company. Now all you have to do is use it.

May all your risks be profitable,



T.J. Ryan, III
ISU Insurance Services

P.S. The ***HR That Works*** program has drawn critical acclaim from across the country. Here are what business owners, risk managers and others are saying:

"The HR That Works program provides us with a risk management approach to a very complex legal area that is easy to understand and implement."

Leslie Logan, CEO
Rose Electronics,
San Jose, CA

"The HR That Works program is risk management thinking at its finest. There's not a better product on the market."

George Nordhaus, President & CEO
Insurance Marketing & Management Services
Los Angeles, CA

"I only wish we had the HR That Works program a year ago. It would have saved us thousands of dollars and tons of wasted effort."

Karen Dutter, Director of Human Resources
Career Guidance Foundation
San Diego, CA

"The HR That Works compliance program is superb, cutting edge material. The material is 'quick' and hard-hitting. It is low on verbiage and high on readily applicable techniques. The program is worth thousands."

Bob Bregman, Senior Research Analyst
Insurance Risk Management Institute
Dallas, Texas

"The HR That Works program has been a tremendous resource not only to me, but to our clients that have access to it. As an HR Consultant, it is great to be able to direct people to one place for multiple HR related topics."

Caroline D'Innocenzo, Director of Human Resources
Slaton Insurance
West Palm Beach, FL

HR That Works has been such a blessing for our company! We have a small Human Resource Department (me!) and it has saved me an immeasurable amount of time in handling all the duties involved with handling 50 employees. I have used HR That Works to create our expansive employee handbook, manage critical HR issues, create productive evaluation programs and more! When I go to HR That Works, I always find something to help me - it never lets me down! A Big Thank You for providing us with this service!

Michelle Teachout, Controller
AutoBuilders General Contracting Services,
West Palm Beach, FL