

# Human Resources 101 for Small Business

Avoiding HR Pitfalls



# Foy Staley

Director of Business Development & Soft Skills Training

Deep and distinguished career in education, soft skills training and leadership development

Masters in Management and Leadership

Workforce Readiness Chair for the Space Coast Human Resource Association (SCHRA)



***Soft Skills Expert***

# Agenda and Objectives

## Agenda

HR Compliance

Staffing and retention

Employee relations

Soft Skills

Q&A

## Objectives

Provide tools for immediate and ongoing use

Put attendees in the best position to manage HR

Networking and Connections



***Promoting Positive and Sustained Employment***

# Alan Bernstein, SHRM-SCP

Owner and Chief HR Consultant – HR Office Savers  
More than 25 years HR – front line and executive  
Senior Certified HR Professional – SHRM  
President, Space Coast HR Association  
Active in local community



*Deep Industry Experience*

# What is Human Resources?



# HR Compliance



# Compliance Basics

**Employee Files:** Create and manage separate files for each employee in your business (I-9, General, Medical).

**Post Appropriate Workplace Labor and Employment Law Posters:** Ensure compliance with federal, state and local requirements for workplace posters.



**Employee Handbook:** Your handbook serves two important purposes: letting your employees know what you expect of them and protecting your business in case there is a dispute.

**Keep Abreast of Laws and Regulations:** Federal, state and local government regulations, laws and reporting requirements change constantly.



# Worker Classification



**Nonexempt:** Nonexempt employees are paid on an hourly or salaried basis and are eligible to receive overtime pay for overtime hours worked. Employees are typically presumed nonexempt until proven to be exempt.

**Exempt:** Exempt employees are paid on a salaried basis and do not receive overtime pay. Employers must prove employees meet the special criteria for one of the exemptions.

**Temporary:** Employees who are hired as interim replacements to temporarily supplement the workforce or to assist in the completion of a specific project and who are temporarily scheduled to work the company's full-time or part-time schedule for a limited duration.

**Independent Contractor:** The general rule is that an individual is an independent contractor if you, the person for whom the services are performed, have the right to control or direct **only** the result of the work and not the means and methods of accomplishing the result.



# Staffing Your Business



# Staffing Process

1. **Start with a clear Job Description**
2. **Develop a staffing plan**
3. Phone screen candidates
4. Plan the on-site interview
5. Communicate the interview plan to the interview team
6. Conduct the formal interview using a structured interview guide
7. Gather feedback from the interview team
8. Extend the offer
9. Provide timely feedback to candidates not selected
10. **Stay engaged with the selected candidate during the pre-hire process**



# Job Descriptions

1. Tell the reader about the company – who are you and what do you do
2. What are the top 2–4 “must haves” to be considered for the position?
  - **R** - Relevant **O** - Objective **N** - Noncomparative
3. What else are you looking for in a qualified candidate?
  - “Must-haves” that are not R-O-N
  - Strong preferences
  - **Some Additional Qualifications are simply preferences (e.g. must live within 20 miles of home office). These may be discriminatory or create adverse impact, and may not belong on a job description**
4. Call to action with contact information

***Most important part of staffing = job description***

# Job Descriptions – Example

## Basic Qualifications:

- 2 years work experience in customer service or sales
- 4 years experience using MS Office products (Word, Excel, Outlook)
- Home office set-up with computer, internet and email access, and phone with ability to call long distance

## Additional Qualifications:

- Demonstrated capability to multi-task
- Strong verbal and written communication skills
- Ability to analyze and solve problems, including the use of creative and innovative approaches when necessary
- Must be technically proficient as computer user



# Interviewing Defined

- **Two-Way Process**
  - Ask questions to assess the applicant, and also...
  - Answer questions, talk about the position and the business
  - Don't oversell, but don't undervalue the great work and significant opportunity
- **Value proposition**
  - Why your company? Why this role? Why work for this company, this manager, etc?
- **A day in the life**
  - Be realistic about the work, the expectations
  - Talk about both the challenging and fun things employees are working on
  - Allow candidates to opt out if the job is not right for them



***Allow the company AND the candidate to assess fit***

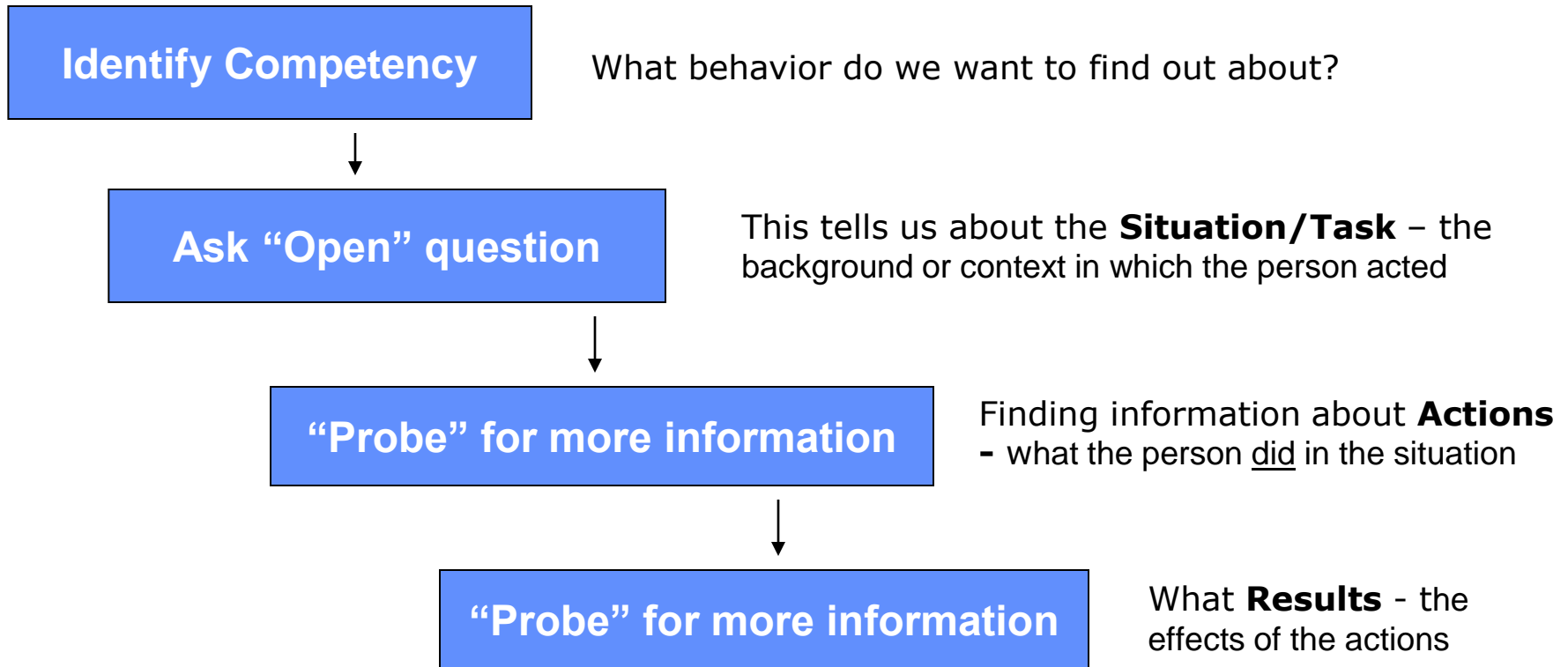
# Behavioral Interviewing



- Uses a technique based on the idea that a candidate's past and present behavior is the best predictor of how they will behave in the future
- Provides an objective framework for hiring that enables interviewers to make much more effective hiring decisions
- Avoids focusing exclusively on experience, knowledge and education—information that's already on the resume

***Past behavior predicts future behavior***

# STAR Method



***STAR: Situation → Task → Action → Result***



# Example

This question is about accomplishing tasks on time and accurately; speed and quality are both important. The person we hire should apply good judgment and common sense before acting.

When we are rushed, we sometimes make decisions that turn out to be mistakes. Describe a work decision you regret making and why you regret it. What would you have done differently if you had a do over?

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>Score</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>
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## Top Reasons Employees Leave Their Jobs\*

- Career development (21%) – No opportunity to grow in a preferred job and career, which leads as the top reason eight years in a row.
- Work-life balance (13%) – Includes favorable schedules, shorter commute times and scheduling flexibility.
- Manager behavior (11%) – Unprofessional or unsupportive managers....Ensure managers are well-trained in their job competency or pay the price through employee turnover.
- Personal reasons (9%) – Personal or family health issues.
- Compensation and benefits (9%) – Pay cited more often than benefits.

*\*Taken from "The Work Institute National Employee Retention Report" by Chastity Fox, posted May 1, 2018*

***More than half of all turnover is avoidable!***

# Retention Strategies



There are a few things you can do to help decrease regrettable turnover:

- ❖ Foster relationships with each member of your team.
- ❖ Foster teamwork and a team-oriented environment.
- ❖ Express your personal appreciation for employee contributions.
- ❖ Increase pay and benefits; add bonuses or other financial incentives.
- ❖ Introduce employees to a mix of assignments and experience.
- ❖ Support employee plans for learning and development.

***One size does not fit all***

# Retention Quiz



Your number one employee has just asked for a raise and told you others are also unhappy with their pay. You should probably:

- A. Figure out a way to bring in more revenue or cut other costs so you can afford better pay and benefits. You must be competitive to retain employees.
- B. There's nothing more you can do. You offer a fair wage and can't afford more benefits. It is what it is. Focus on things you can control like employee engagement, challenging work, and a pleasant work environment.
- C. Not worry about it. They're going to quit or get fired at some point anyway. Instead, pay your employees as little as possible, put the savings toward your future. That's why you started a business, isn't it!

# Ghosting

If you're not interested in a candidate, let them know. If you hired someone else, say so. Staffing is full of movement and change. Everyone understands the competitive landscape. Better to be up front about your decision than not respond.

Job requirements change all the time. And people talk. Your company's reputation goes beyond the product or service. It's also about how you treat people. If you ghost, you may lose a potential customer or create a bad review.



*Courtesy demands an update*

# Employee Relations



# Workplace Safety

Under federal law, employees are entitled to a safe workplace. Employers must provide a workplace free of known health and safety hazards.

## Top 10 Causes of Workplace Injuries

Physical and Mental Fatigue

Stress-related injuries on the job

**Slips and Trips**

Toppling and falling objects

Hazardous material accidents

Repetitive motion injuries

Overexertion when lifting

Collisions with co-workers and objects

Wrecks and transportation accidents

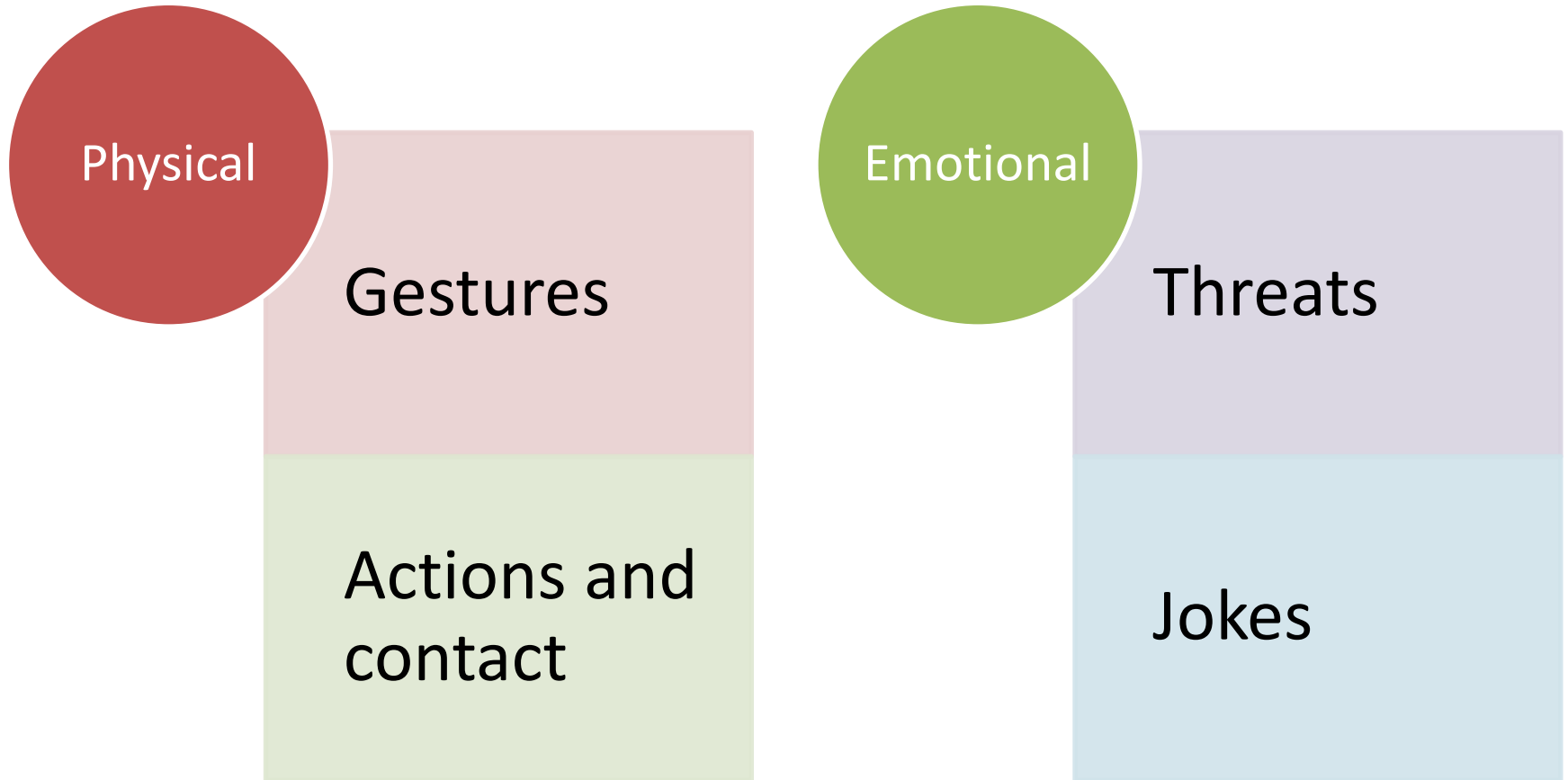
**Workplace violence** and animal related injuries



*Protect your employees*



# Identifying Conflict



# True or False?

True or False

- Conflict is always negative

True or False

- Conflict is always violent

True or False

- Conflict is inevitable

True or False

- Anyone can experience conflict

***Wherever two or more people come together, there is the possibility of conflict.***

# Responding to a Complaint

Respond  
immediately

Collect information

Investigate the claim as quietly as  
possibly

# What is NOT Considered Bullying or Harassment

Coaching an employee



Reprimanding employees who break rules



Legitimately complaining about a coworker



Not being personal friends with a coworker

# Communication Skills

Listen  
Actively

Speak  
Clearly

Compromise

# Addressing All Employees



Do not target

Same rules for all

Be available for questions

*What you do for one you do for all*

# Employee Engagement



What are some things you can do to engage with your employees:

- A. Help them reach their goals through challenging work assignments, positive reinforcement, and equitable performance management.
- B. We get along great. We knock off every Friday at 2pm for happy hour at our local bar. We are totally engaged!
- C. Who cares? I hired them to do a job. If they can't do it, I'll find someone else. I am really good at hiring. Let them leave!

***What is your style or culture?***



# Soft Skills

## Investment in Training



# Key to Success

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What are soft skills?

The personal attributes that allow us to effectively relate to others. These skills enhance our personal interactions and lead to greater job performance and satisfaction

- A. How do you know if your organization has a workforce with strong soft skills?
- B. How can you develop them in your employees?
- C. Start with the Leadership Team

***Growing a Sustainable Business***

# Wrap up



# Important Business Partners



**Human Resources** to support your greatest investment – your employees! Provides hiring and retention advice, support with employee performance issues, and helps protect your employees from each other.

**Attorney** to help you properly form your business entity, regularly review contracts, and help you avoid business risks.

**CPA** to help with your business structure and provide accurate accounting for your chosen business entity. Avoid tax and compliance risks.

**Insurance agents** provide proper insurance coverage for asset protection and reduction or elimination of liability. Help you avoid general business and hazard risks.

**Banker** to help with loans, business growth, business credit, and accurate financial data. Overall management of financial assets.

***Don't go it alone!***

# Where to go for Additional HR Information



*Networking • Education • Community Involvement*

# HR Office Savers, Inc.

## What can HR Office Savers do for you?



- Employee Handbooks
- HR Starter Pack
- Employee Relations
- Soft Skills Training
- Outplacement Support

*Human Resource Consulting and Job Search Support*  
*[www.HROfficeSavers.com](http://www.HROfficeSavers.com) • (321) 831-5995*

# Q&A

Alan Bernstein  
President and  
Chief HR Consultant  
(321) 831-5995

[alan@HROfficeSavers.com](mailto:alan@HROfficeSavers.com)

Foy Staley  
Director, Business Development  
and Soft Skills Training  
(321) 514-0008

[Foy.HROfficeSavers@gmail.com](mailto:Foy.HROfficeSavers@gmail.com)

