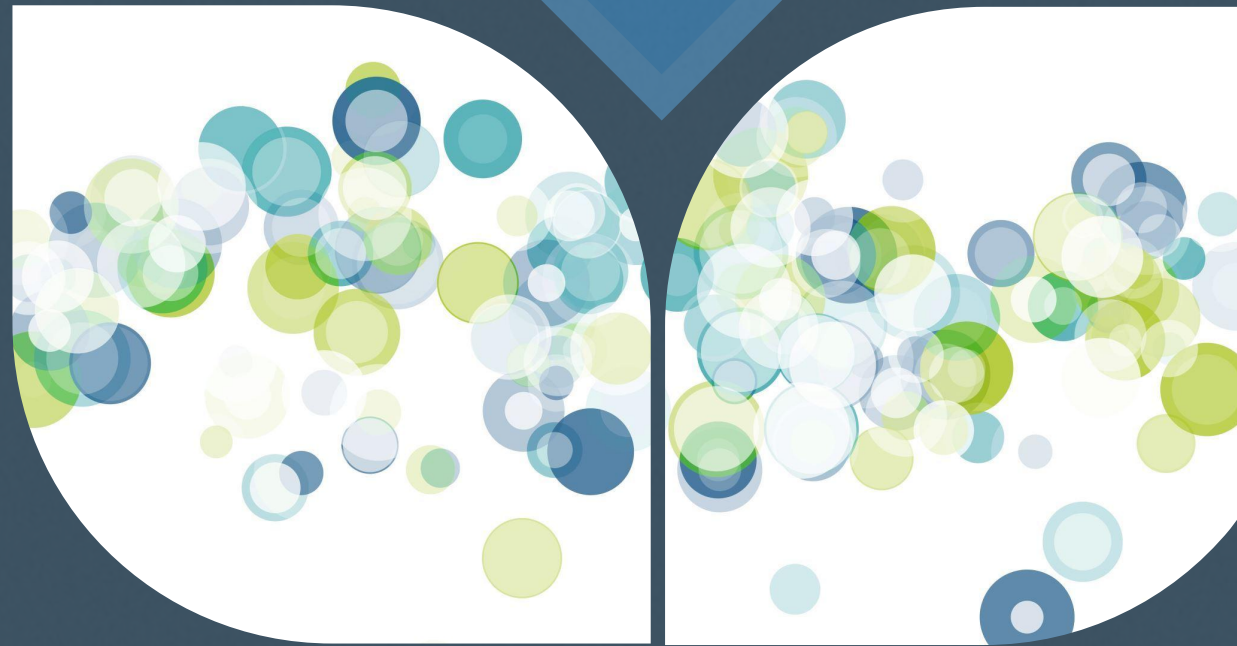


Understanding HR in Small Business: A Tailored Approach

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Hello!



Agenda

- HR 101 for Small Businesses
- Common HR Scenarios
- Strategies for Hiring and Retaining Talent
- Tools and Resources
- Q&A



The HR Fundamentals

for Small Biz Professionals



Unique HR Challenges

- Limited Budget
- Recruitment and Retention
- Compliance
- Multi-Role Responsibilities
- Limited Employee Development
- Workplace Culture
- HR Technology
- Employee Relations
- Benefits and Compensation: Succession Planning
- Health and Safety
- Scaling HR & Access to HR Expertise
- Crisis Management
- Adapting to Change



Role of Company Culture and Values in HR Decision-Making:



Recruitment and Retention: Company culture and values should align with the recruitment process to attract candidates who resonate with the business' ethos. Moreover, retaining employees is easier when the workplace culture is inclusive, supportive and authentic.



Performance Management: Employee evaluations and feedback should be influenced by the company's culture and values, emphasizing the importance of traits like teamwork, innovation, and customer focus.



Conflict Resolution: A strong company culture can provide a framework for resolving conflicts, promoting open communication, and maintaining a harmonious workplace.



Diversity and Inclusion: Embracing diversity and inclusion as core values can foster a more equitable work environment, reflecting positively on the company's image and employee satisfaction.



Policy Development: HR policies and procedures should reflect the company's culture and values, reinforcing the commitment to fairness, integrity, and ethical conduct.

Common HR Scenarios in Small Businesses



Strategies for Hiring & Retaining Talent in a Small Business setting



Recruit with Purpose



Define Clear Job Descriptions: Begin by creating clear and concise job descriptions that outline the role's responsibilities, required skills, and qualifications. This helps attract candidates who are a good fit for the position.



Leverage Employee Referrals: Encourage current employees to refer potential candidates. Employee referrals often result in quality hires, and they can be a cost-effective way to find talent.



Utilize Online Job Boards: Post job listings on online job boards and industry-specific websites. Many small businesses find success in reaching a wider audience of candidates through these platforms.



Local Networking: Attend local business events, join chambers of commerce, and participate in industry-specific gatherings to network with potential candidates in your community.



Internship Programs: Consider offering internship programs to local students or recent graduates. This can be a great way to identify and groom future talent while assessing their skills and fit within your organization.



Engage with Social Media: Use social media platforms like LinkedIn, Facebook, and Twitter to promote job openings and engage with potential candidates.

Establish Onboarding & Training Process



First Impressions Matter: Onboarding is an employee's first real interaction with the company. A well-structured onboarding process leaves a positive and lasting impression, while a poor one can lead to early disillusionment.



Faster Productivity: Effective onboarding and training programs enable employees to become productive more quickly. They learn their roles, responsibilities, and the organization's systems, reducing the time it takes to contribute meaningfully.



Lower Turnover: Employees who receive proper onboarding and training are more likely to stay with the organization. High turnover is costly and disruptive, and investing in onboarding can significantly reduce it.



Skill Development: Training allows employees to develop the skills and knowledge required for their roles. This can lead to increased job satisfaction and career growth.



Consistency: Onboarding and training ensure that all employees receive consistent information and instruction. This reduces the risk of misunderstandings or miscommunications that can hinder success.



Cultural Integration: Onboarding helps new employees understand the company's culture, values, and expectations. They are more likely to align with the organization's mission, fostering a positive work environment.



Compensation Strategies for Small Businesses:

Small businesses can implement compensation strategies that include competitive base salaries, performance-based incentives, and recognition programs to motivate employees. Flexibility in work arrangements and opportunities for skill development can also enhance compensation packages.



Employee Benefits for Small Businesses:

When offering employee benefits, small businesses should consider options like health insurance, retirement plans, paid time off, and wellness programs. Cost considerations involve balancing the affordability of benefits with their attractiveness to employees.



Attracting and Retaining Talent with Compensation and Benefits:

Small businesses can attract and retain talent by aligning their compensation and benefits with industry standards, providing opportunities for advancement, and creating a positive work environment. Competitive compensation, growth prospects, and a strong benefits package are key to retaining valuable employees.

Creating a Positive Workplace Culture in a Small Business:



Define Core Values: Establish clear core values and communicate them to your team. These values should guide behavior and decision-making, fostering a sense of shared purpose.



Lead by Example: As a leader, set the tone for your workplace culture through your own actions and behavior. Demonstrate the values and behaviors you expect from your employees.



Open Communication: Encourage open, honest, and transparent communication. Create channels for employees to voice their concerns, suggestions, and ideas, and ensure that feedback is valued.



Recognition and Appreciation: Recognize and appreciate employees for their contributions. Regularly acknowledge and celebrate achievements, whether big or small.



Team Building: Organize team-building activities to strengthen relationships and collaboration among employees. Team-building exercises can enhance trust and camaraderie.



Flexible Work Environment: Offer flexibility in work arrangements, such as remote work options or flexible schedules, where feasible. This can improve work-life balance and job satisfaction.



Professional Development: Invest in training and professional development opportunities for your employees. This not only enhances their skills but also shows that you are committed to their growth.

Tools & Resources for Small Businesses:



Know Key Employment Laws for
Small Businesses



Maintain Proper HR Documentation
and Record-Keeping



Minimize Legal Risks

Q&A



Thank you!