

How to Maintain the Workplace Honeymoon Phase

We spoke with three Fringe Benefit Plans, Inc. strategic partners to get some critical insight on the current state of events and here's what they shared. The recent dip in unemployment statistics is influencing employers to focus their attention on the recruiting and retention strategies for their organizations. A recent survey found that the number one issue that keeps CEO's up at night are personnel challenges. The value of human capital extends well beyond the core competency of your enterprise. Human beings are complex and the strategy you implement to select, engage, train, develop and manage them is now more important than ever before. To that point, talent management has become an integral component for Human Resources professionals.

Your employer-employee relationship commences with the recruiting process. Therefore, the method for which your team engages with the candidates sets the stage for if your organization is to be regarded as a destination employer. Falling into the failed hiring belief that people are a company's best asset is far too common. In reality, the right people are a company's best asset (Jim Collins, Good to Great). Understanding the complexities surrounding human beings, there are direct advantages in recruiting the appropriate skill set for the desired job description. Bob Gravely Human Capital Strategist and Certified Analyst/Trainer with the Predictive Index, consults that "all business problems are people problems. Solve your people problems and business problems get solved". The key? Putting the right people in the right seats on your "bus". Put people in roles they are naturally wired to do best. When companies do this they increase engagement, which reduces turnover, increases client service and satisfaction and ultimately increases productivity and profitability.

Once the ideal candidate is identified, your Human Resources team invites the individual into your culture to learn more about the experience you claim to serve your employees. Although culture has become a popular buzz word, the goal for creating a unique experience, is to attain trust, provide purpose, nurture development, create a positive workplace environment and steward servant leadership. Workplace environment continues to gain positive attention as it has a profound impact on performance, engagement and motivation. Brittany Gruber, Beaux-Arts Group "understands" space; providing answers to complex workplace challenges such as ergonomics, technology, generational differences, corporate identity and regulatory requirements. The traditional corporate package has evolved from compensation and employee benefits to include workplace environment, perks and professional development opportunities.

You now have the right person in the right seat and the honeymoon has begun. The excitement is palpable and the engagement is high. Research finds that the first year is typically a positive experience for new team members. Utilizing a strategic integration process coupled with effective leadership, communication and professional development supports retention, corporate intelligence, succession planning and brands a company as a destination employer.

"There are targeted solutions to provide employees with reasons to stay with you instead of job hopping," said Kathleen Rich-New, CEO, Clarity Works Consulting. For example, do you have regular employee's meetings in small groups so employees can share their concerns and ask questions? Investing time into your employees fosters engagement which has been proved to increase to your profit margins and retention. "Without retention you cannot grow your business", Kathleen reminds owners. Today's workplace is all about change and how you adjust to it. If you aren't planning or preparing for it you are losing focus and business. Do you have the appropriate business advisors to help you proactively stay ahead of the curve?

Fringe Benefit Plans, Inc. prides itself in providing more than just employee benefit plans. Over our 50 years of service we have learned that our greatest value is finding and sharing local subject matter experts who can help our clients solve the challenges that impact the health of wealth of the organization. To learn more about how we can serve your goals and objectives or to coordinate an introduction with our partners, please contact us at (407) 862-5900 or via email TCraft@FBPlans.com.

About the Author

Tina Craft, Vice President Sales, Fringe Benefit Plans, Inc.

Tina Craft is a talented employee benefits professional contributing 20 years of expertise to the Fringe Benefit Plans team in Winter Park, FL. Her background in broker advisory services for health and welfare programs helps employers achieve financial and human capital goals.

