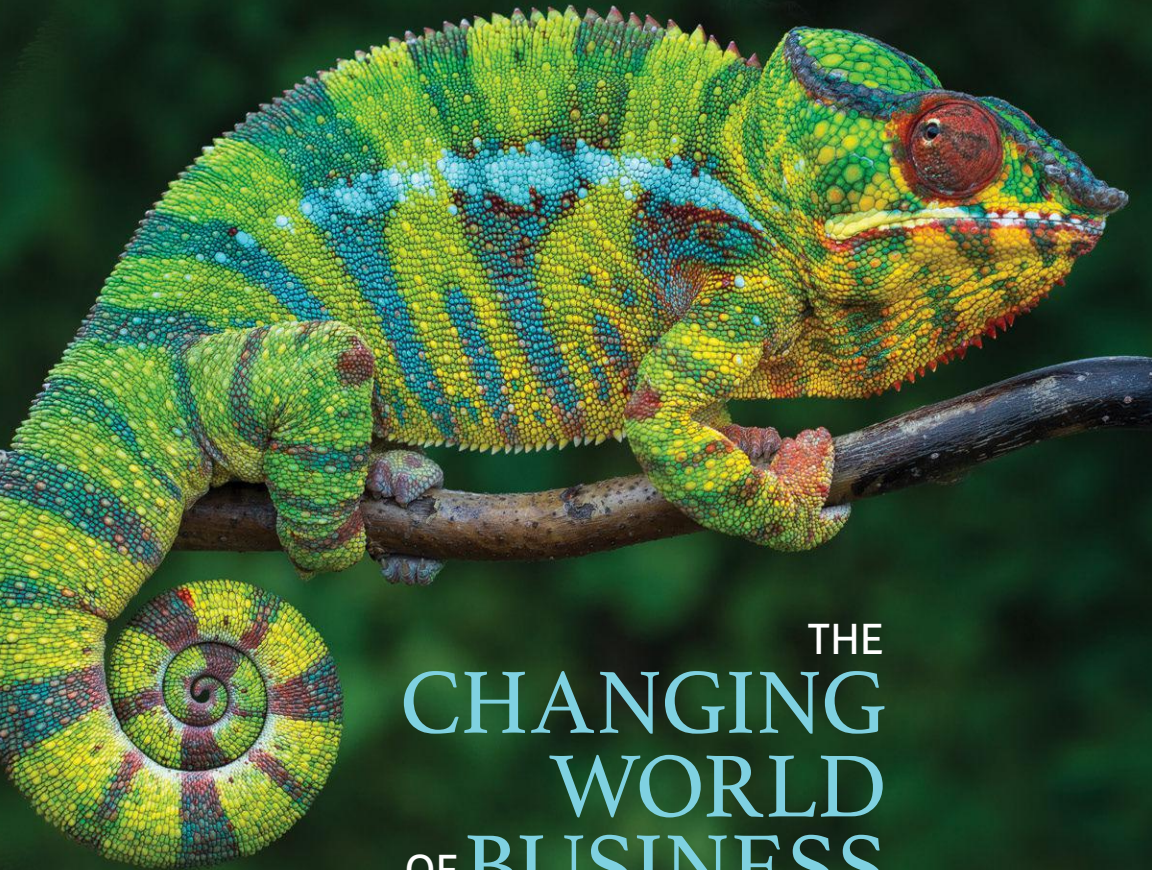


issue sixteen

Insperty

HR that Makes a Difference™



THE CHANGING WORLD OF BUSINESS

The Insperty® guide to managing change

Embracing a
people-first workplace

Investing in technology
that fuels your growth

Planning for the
future now

One thing you can be sure
of in all businesses is that
change is coming.



Whether it's in the way you do business,
the technology you use or the people
who make your business what it is – your
company is evolving all the time.

While some change is inevitable and somewhat
predictable, sometimes it's unexpected and chaotic.

The best companies are open to change. After all, it's
what ultimately drives their growth. They understand that
the rapid evolution of today's business world demands
flexibility and preparedness to be successful.

They embrace new ideas, ways of doing business and
cutting-edge technology.

So how do you ride the winds of change
and keep your business moving forward?

Let's find out.

Create a **ROCK-SOLID** company culture

Your company culture is the foundation of your business. It defines your company and sets the foundation for your future success. You don't get it by happenstance. A **strong company culture** is deliberate and built on your company's **mission, vision and values**.

Mission: Your company's purpose

Vision: How you will accomplish your mission

Values: How you and your employees will behave along the way

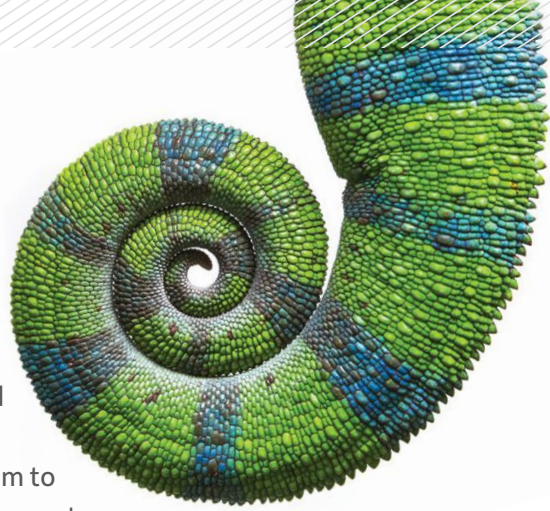
When your employees are happy, they are more committed to your business. The stronger your company's culture, the more employees understand what is expected of them and what they're working toward. The result? A thriving business that is adaptable to change.

Engaged employees provide many benefits to your company such as:

- Higher productivity
- Better customer relations
- Lower turnover rates

Adapt an **AGILE ENVIRONMENT**

In an agile workplace, performance and quality are valued over inflexible work schedules and controlled order. Freedom to collaborate breaks down barriers and supports creative adaptability.



SOME PERKS TO WORKING AGILE



Change friendly



Remote, flexible work schedules



Less burnout



Better results in less time



CULTIVATE *emotional* **INTELLIGENCE**

The nature of today's working world demands that people embrace adaptability. Emotionally intelligent people can positively influence others by recognizing and managing their emotions – skills that are in as high demand as technical ability.

Don't fear TECH SOLUTIONS

Innovation and technology are transforming all the time. It can be a scary concept for many businesses. How do you stay on top of the trends? Will automated processes replace human interaction? What will happen to your people?

But the truth is automation is here. It's helping businesses with routine tasks, so people can devote their time to more complex, creative endeavors.



COMPANIES THAT EMBRACE AUTOMATION CAN EXPERIENCE:

- 1 Decreased costs
- 2 Competitive advantages
- 3 Improved productivity
- 4 Huge time savings

HERE'S HOW TO MAKE AN EASY TRANSITION:



Identify repetitive tasks that can and can't be automated.



Offer training to support your employees on new technology.



Be transparent about how automation will impact your employees' daily jobs.



Encourage your employees to consider how high-tech solutions can make their jobs more productive.

Riding the *tide* of change



No matter how positive a change is for your business, it creates challenges. And it can be unsettling. With a little planning, you can make the process smoother for everyone.

Here are some tips:

Have an action plan

Before you start any change, ask yourself these questions:

- Where is the change going to take you?
- How will you know when you've gotten there?
- Who will be involved?
- Who will it affect?
- Are stakeholders and management on board?

Make your intentions clear

It's important that you communicate your change initiative from the top down. This creates buy-in from your employees and helps make the transition run more smoothly. Being transparent throughout the process and welcoming feedback is vital.

Expect some bumps along the way

Resistance to change is normal. With any group of employees you will have some who are more easily accepting of change than others.

Here are some typical stages of what people go through during change:

1. Shock
2. Denial
3. Frustration
4. Depression
5. Experimentation
6. Decision-making
7. Integration
8. Acceptance



“We all have activities or situations that we avoid because we’re afraid of feeling uncomfortable. Those are the ones we need to tackle first, and with gusto. Embrace discomfort and you will triumph with confidence.”

Corinn Price, Executive Director,
Community Involvement, Insperty

Be supportive

Make sure your employees know how they will be affected by the change and where they can go for help.

- Do they have the time they need to do their job?
- Do they need training or additional equipment?
- Do you encourage an open-door culture?

Celebrate hard work

Recognize how the changes have impacted your company and your people.

- Reward your employees for their accomplishments.
- Encourage constructive feedback.
- Share updates on how the change is positively affecting the company.



Beware of **HIDDEN DANGERS**

Cybersecurity risks can be detrimental to your business. Theft of your intellectual property – ideas, customer data, concepts, symbols and creative design – can result in expensive financial losses to your company, as well as damage to your reputation.

TAKE THE TIME TO SAFEGUARD YOUR BUSINESS

Be prepared for the unpredictable

Develop a plan to deal with a data breach and have backup systems and a communication strategy in place.

Implement sound HR practices

Keep your company handbook up to date with policies and procedures on the proper use of the internet, company computers and email.

Train your workforce on cybersecurity threats

Offer ongoing training on how to create secure passwords, avoid phishing schemes and safeguard unsecured devices.

Take a good look at your security procedures

Do you have the latest technology to keep your information safe?

Get tech-savvy

Encrypt information on company laptops, install backup systems for internal and external servers and regularly update firewalls.

Control access

Restrict the use of flash drives and USBs. Limit access to file-sharing websites.



OPEN THE DOOR to **OUTSOURCING**

Outsourcing can be a great way to save both time and money. It can fill the gap in needed expertise, relieve your employees of time-consuming, repetitive business tasks and help you create a scalable workforce. But be aware, it can be a decision fraught with resistance.

3 questions to help decide if outsourcing is for you

- 1 Do you need skills that your team can't deliver?
- 2 Are you struggling to meet deadlines or complete work in a cost-efficient manner?
- 3 Are there tedious tasks that are taking away from your top-performers?

Top ways to make outsourcing a smooth transition

THINK STRATEGICALLY. Outsourcing should make your employees' jobs easier and free them up for more essential tasks.

CUSTOMER FIRST. Be mindful of your customers' experience when choosing your outsource provider. Your goal is to provide better services and products.

TRUE PARTNERSHIP. A good contractor will provide you with in-depth insight and direction on how to focus your resources as your company evolves.

OPEN COMMUNICATION. Let your employees know that outsourcing will support them and contribute to the success and growth of the company.

BE FLEXIBLE TO CHANGE. Evaluate to see if outsourcing is adding value down the road. If not, it might make sense to bring the work back in-house.

Be MINDFUL *of* WHAT'S NEXT

You've worked hard to take your company from a startup to a business primed for purchase. How do you prepare for what might be the biggest change to your company yet – a merger or acquisition?

While the tendency might be to focus on the business at hand, it's important to weigh the human capital side of the equation. Many times, what looks good on paper, may not work.

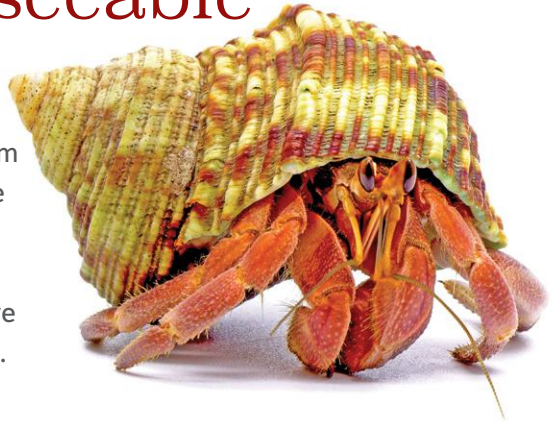
Some things to think about:

- Involve your HR team from the start.
- Establish a timeline of key events.
- Build a communication plan that's timed and aligned with the merger.
- Encourage your employees to share their concerns and questions.
- Determine if it's a good cultural fit. If it's not, are there changes either company can make to help?
- Address change management issues, such as job titles and reporting hierarchy, before the merger or sale is finalized.



Prepare for the unforeseeable

Bad things happen, and they come in all shapes and sizes. In business, it can be everything from public relations blunders to office shootings. While the common denominator of most crisis situations is unpredictability, there are steps you can take to prepare.



Develop a crisis-response team.

This can include emergency responders, subject matter experts, key leaders and your corporate communications team.



Create a vision.

Work with members of leadership, your crisis-response team and other key stakeholders to communicate throughout the year why crisis preparedness is important.



Communicate from the top.

Leaders should reinforce the reasons that preparedness is important and the necessary steps to be successful.



Provide training and support.


Offer training to employees that allows them to test their crisis response efforts against your company's business protocols.

MOTHER NATURE IS UNPREDICTABLE

Natural disasters bring their own set of challenges – everything from structural damage to homes and businesses to lost productivity and displaced workers. Rebuilding can be a long process.

REMEMBER TO:

- Check in regularly with your employees via multiple channels
- Be specific about next steps
- Facilitate recovery assistance
- Coordinate volunteer efforts
- Take care of your customers
- Address survivor's guilt
- Encourage gracious receiving



Nobody wants to feel
like a number

When you're running a business, it's easy to focus on the numbers and lose sight of your employees.

That's why there's Insperity. We help your people be their best, so your numbers look pretty good, too.



Full-service HR | Employee benefits | HR technology

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