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2023 is about...

- ✓ **Resiliency**
- ✓ **Growth**
- ✓ **Risk Mitigation**

- 90% confident they'll still be in business a year from now*
- 66% expect revenue increases**
- 52% plan to expand**

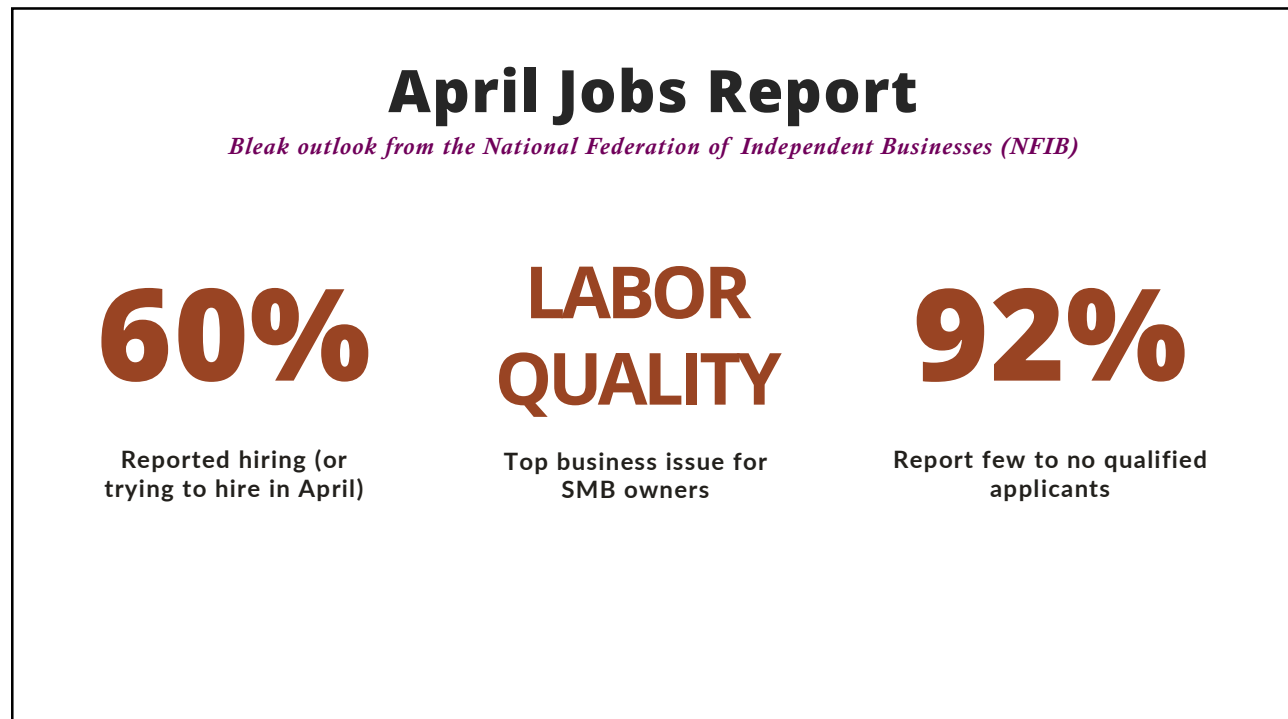
*Source - 2022 Small Business Now Report – Constant Contact

**Source - 2022 Women & Minority Business Owner Spotlight, Bank of America

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The war for talent is REAL!



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State of Talent

The “great resignation” could lead to a small business revolution...

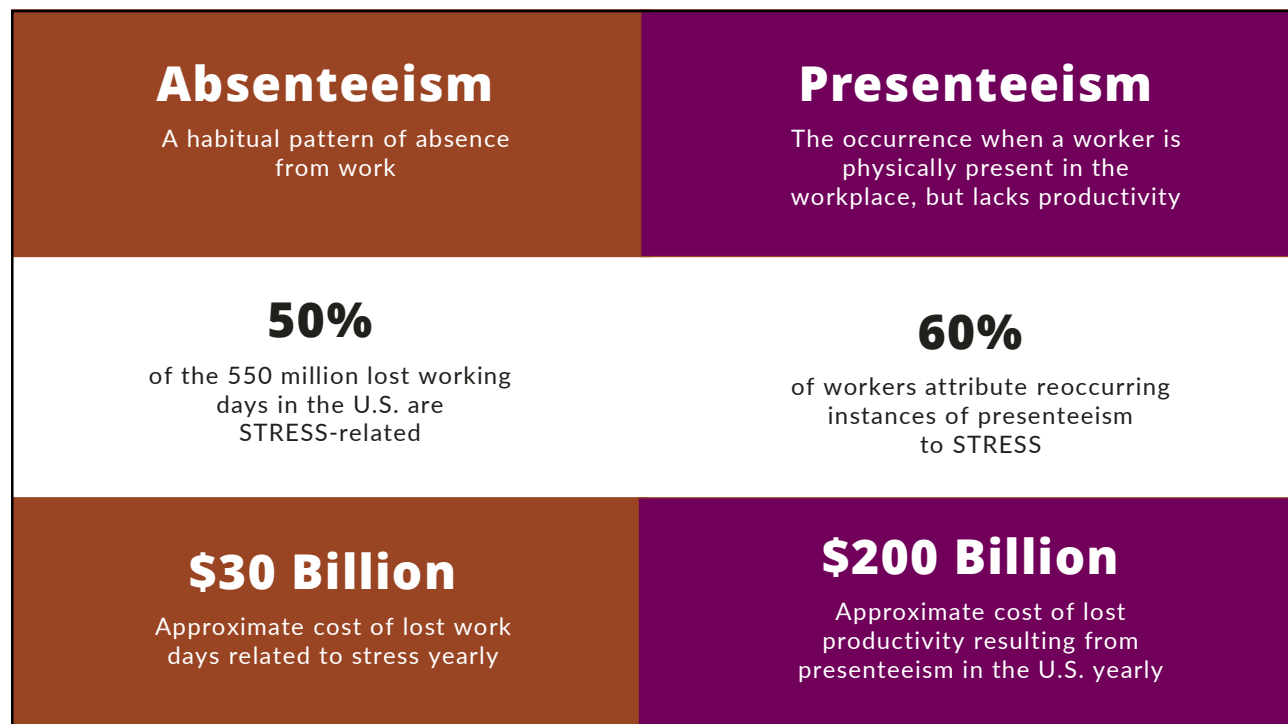
TALENT

- “17 million new small businesses will be formed in 2022, 3rd consecutive record year...”
- “...major corporations plan to open their purse strings to retain talent.”
- “To compete, small business owners plan to emphasize the close relationships with the owner(s), customers and a sense of belonging...”

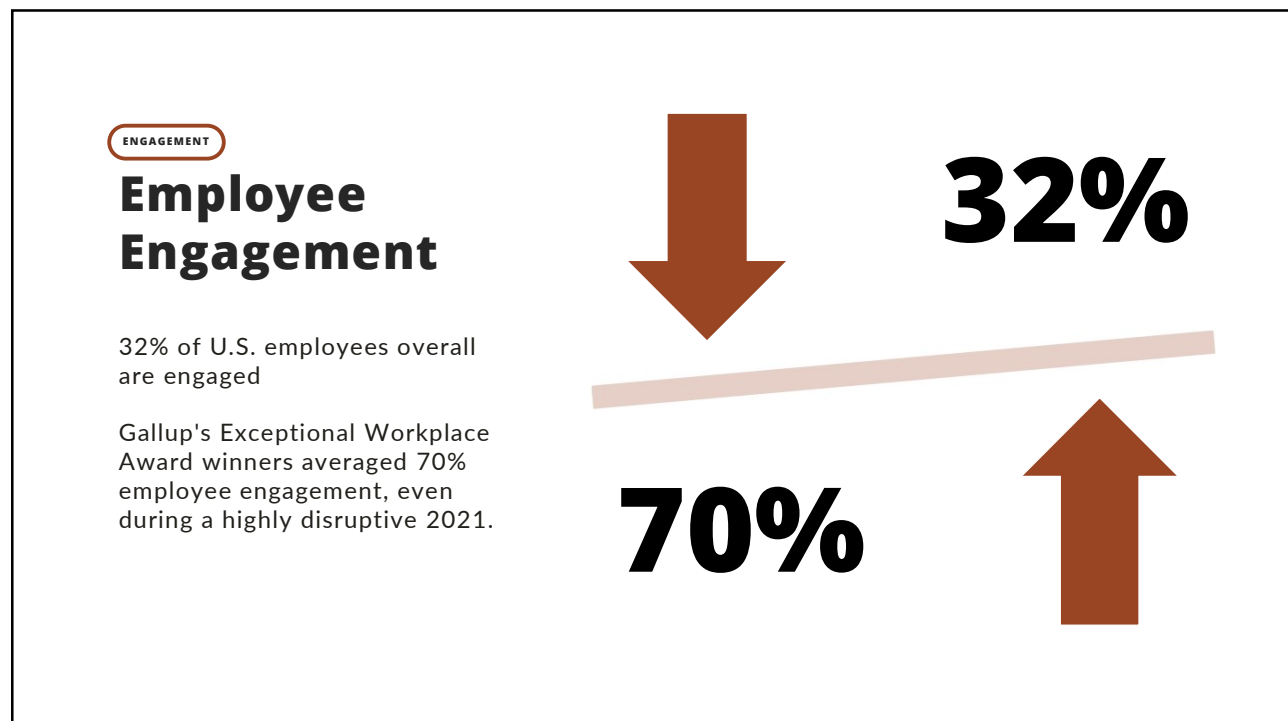
Source: Intuit, 2022 Business Insights Report



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ENGAGEMENT

Employee Engagement

66% of employees are
NOT ENGAGED

17% characterize themselves as
ACTIVELY DISENGAGED

*Source: Gallup

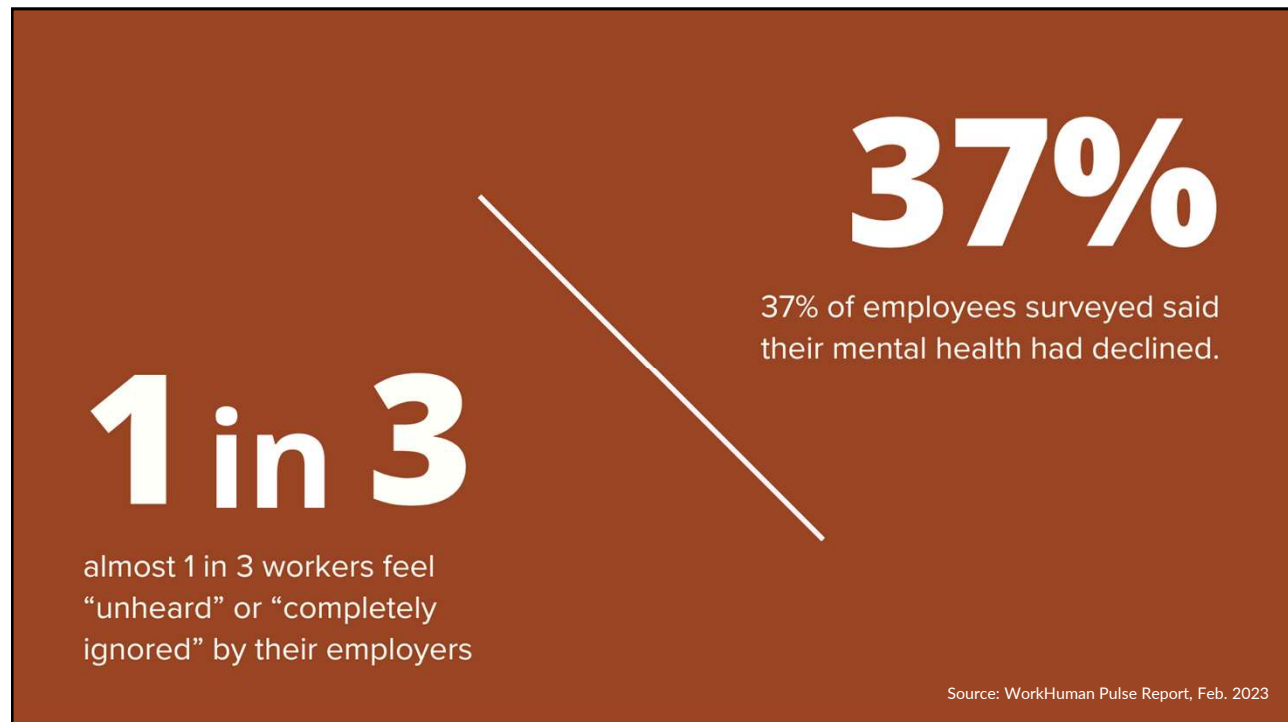
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Reasons for Disengagement

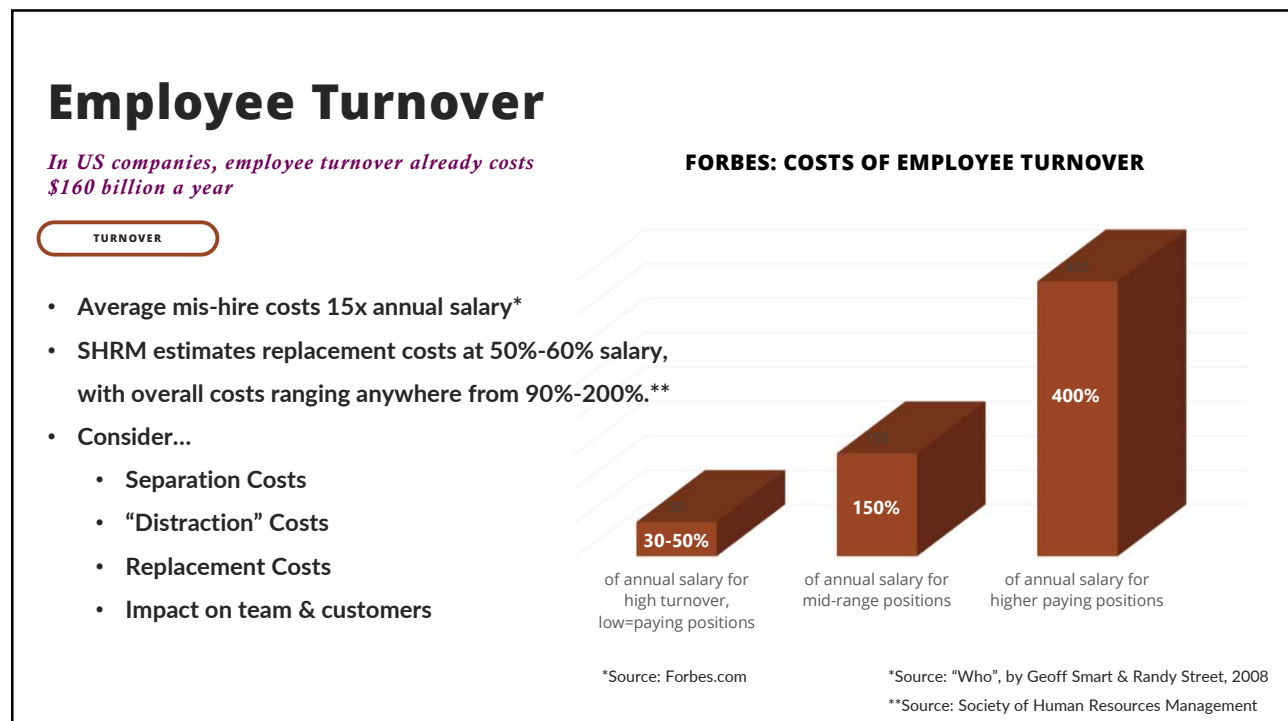
Engagement

- They have a lack of clarity about expectations from managers
- They don't feel connected to a company's mission or purpose
- They receive little to no recognition for hard work
- Receiving little career development

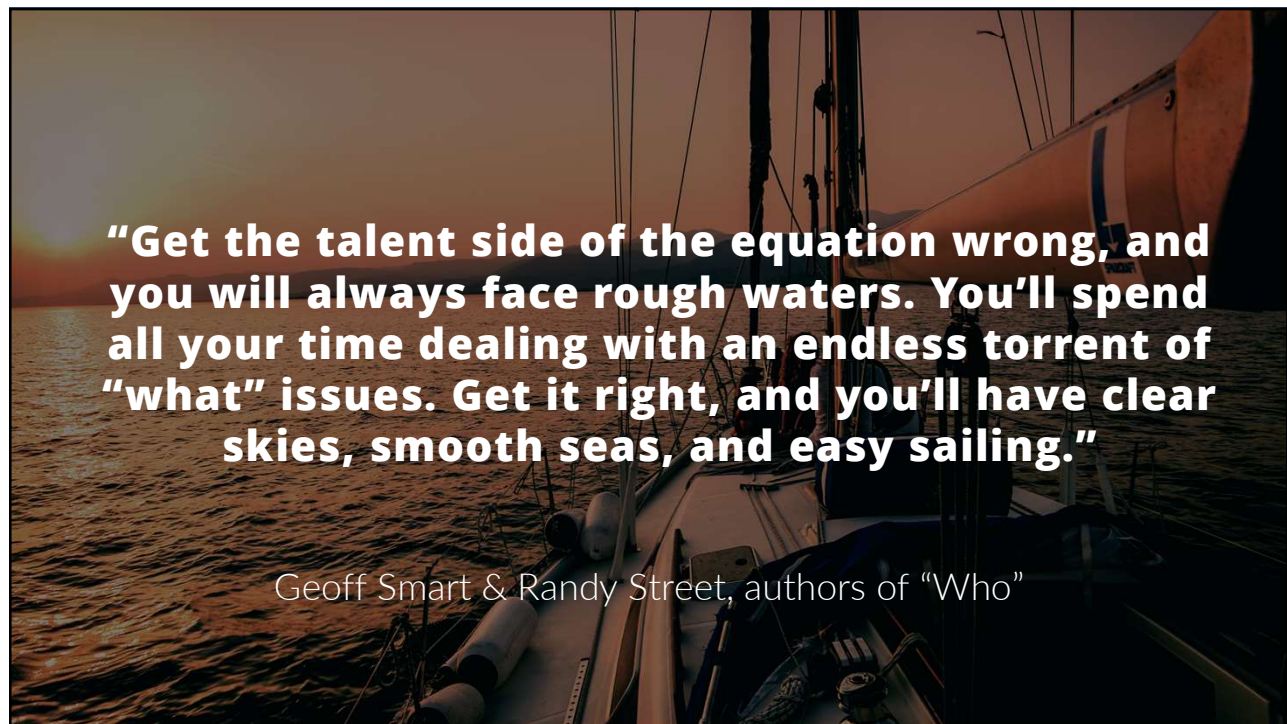
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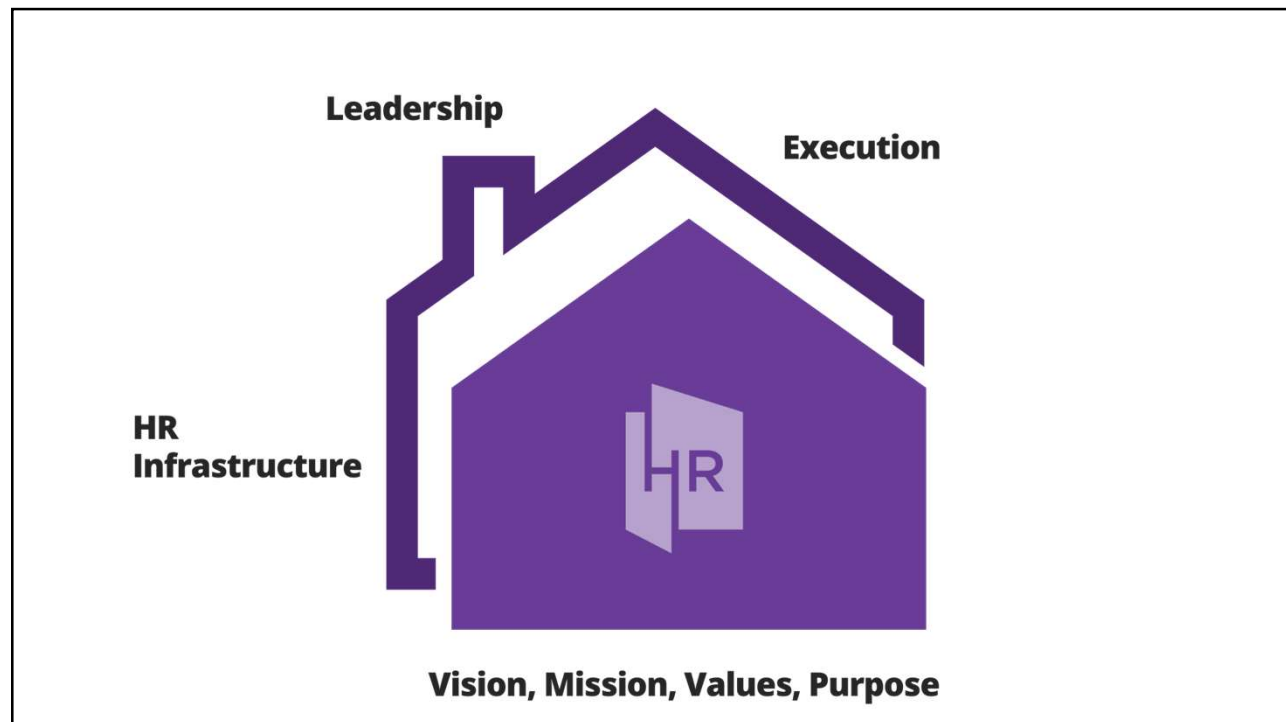
Time to get your HR House in order.

*To compete & win in the Talent
War, owners need to re-think HR.*

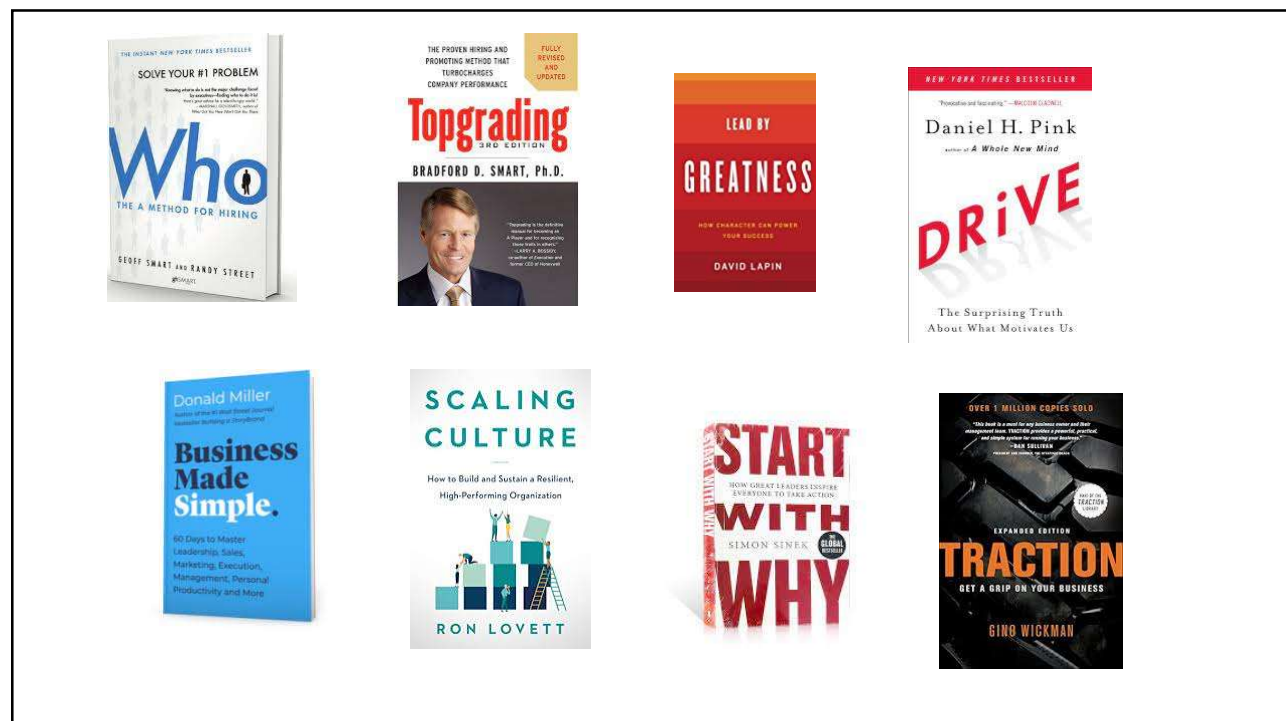
INFRASTRUCTRE



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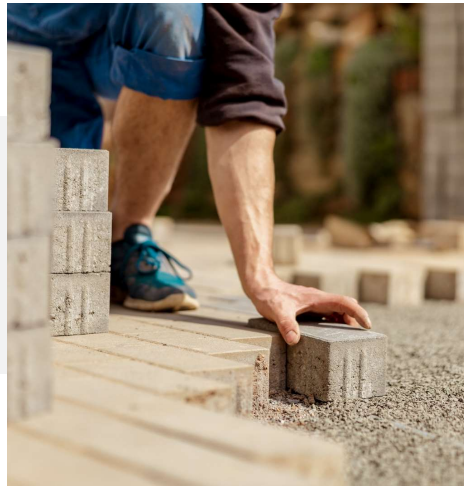


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Purpose/ Mission & Values



Purpose

Values

Culture

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Leadership/ Execution

- Engage and Inspire
- Management framework
- Measuring Results
- Execute Business Strategy & Plans



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Human Resources

- Recruiting/Hiring
- Onboarding/Orientation
- HR Policies/Procedures & Compliance
- Payroll
- Employee Benefits
- Workers' Compensation
- Retirement/401K

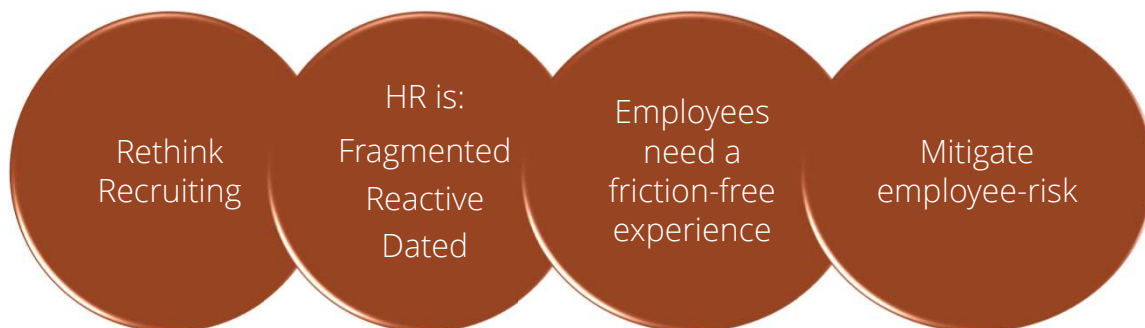


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Addressing the Problem...

HR

1. HR often neglected in small business
2. HR hasn't kept pace with growth
3. This presents a key liability

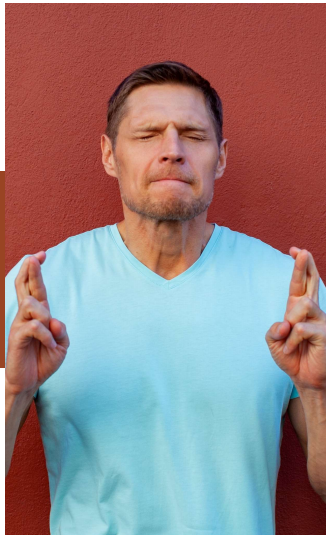


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"Recruiting is THE NUMBER ONE job of a CEO"

Brad Sugars, CEO, ActionCOACH

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RECRUITING

**The current
approach to
recruiting:
Spray & Pray**

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Traditional hiring is fundamentally flawed

1. Lack clarity about what is needed in a job
2. Have a weak flow of candidates
3. Don't trust their ability to pick out the right candidate from a group of similar-looking candidates
4. Lose candidates they really want to join their team

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- Role Clarity
- Sourcing
- Screening
- Interviewing
- Selling the Job
- Onboarding
- Orientation



RECRUITING

It's time to think differently about recruiting.

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Recruiting is Marketing



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RECRUITING

The "A" Method for Hiring

1. Scorecard
2. Source
3. Select
4. Sell

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RECRUITING

Onboarding

- Create a friction-free experience
- Leverage technology
- Mitigate risk

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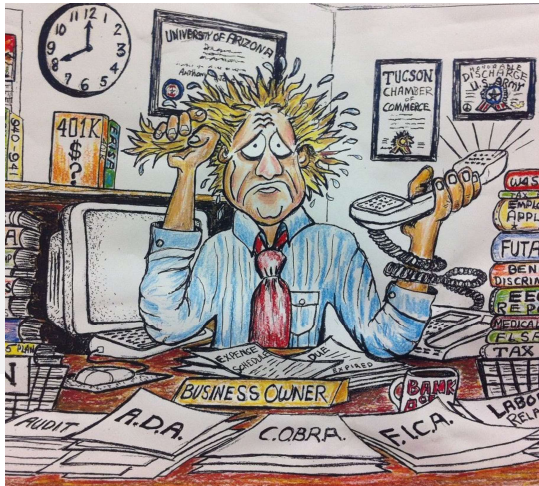


RECRUITING

Orientation

- Create sense of belonging and how they fit
- Set expectations and create cultural alignment
- Connect their job to business financials and Purpose
- Use team to help immerse them vs HR

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ADMIN

Administrative HR in Small Business

- *Reactive vs Strategic*
- *Fragmented & Inefficient*
- *Risk Exposure*

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COST OF HR

How do small businesses handle these areas now?

HR

- Internal, wears multiple hats
- Reactive, No Strategy
- Consultants
- Attorney / CPA



Workers' Comp

- Carrier Down payment
- Audit
- Audit Premium



Payroll

- Outsource to larger payroll firms
- DIY - QuickBooks or other industry software



Safety

- Outsourced
- Rarely done by carrier



Employee Benefits

- Multiple Carriers
- No Strategy, Motivated by Cost
- DIY Administration

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The Burden of Transactional HR



Human Resources

- Employee Handbooks
- P&P, Hiring/Firing
- Pre-Employment Screening,
- Training & Development
- Unemployment Claims
- Labor Law Compliance
- Workplace Conflict



Employee Benefits

- Open Enrollment
- Benefit Eligibility
- Change Elections
- COBRA/Mini-COBRA
- HIPAA
- ERISA Compliance
- 5500 Filing
- Census & Prep Testing
- Annual Audit



Workers' Comp

- Policy Procurement
- Deposit
- Audit
- Claims
- Hearings
- OSHA Log
- Safety Training
- Claims Admin
- NCCI Code Classification



Payroll

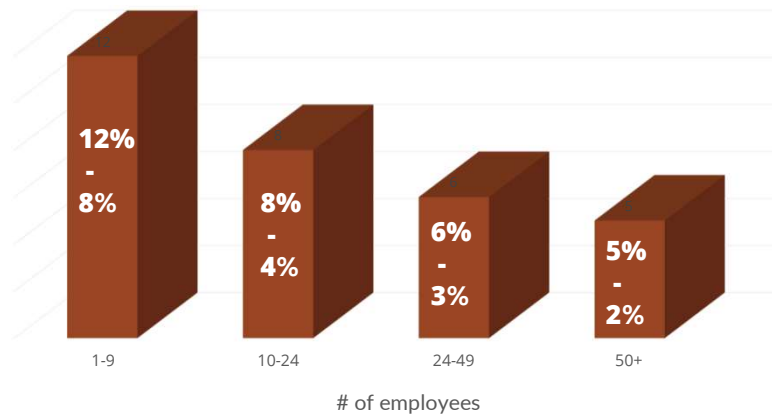
- Processing
- Payroll Taxes
- 940/941s
- W-2/W-3s
- PTO & Sick Leave
- Reporting, Garnishments
- Time & Attendance

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The Real Costs of Transactional HR

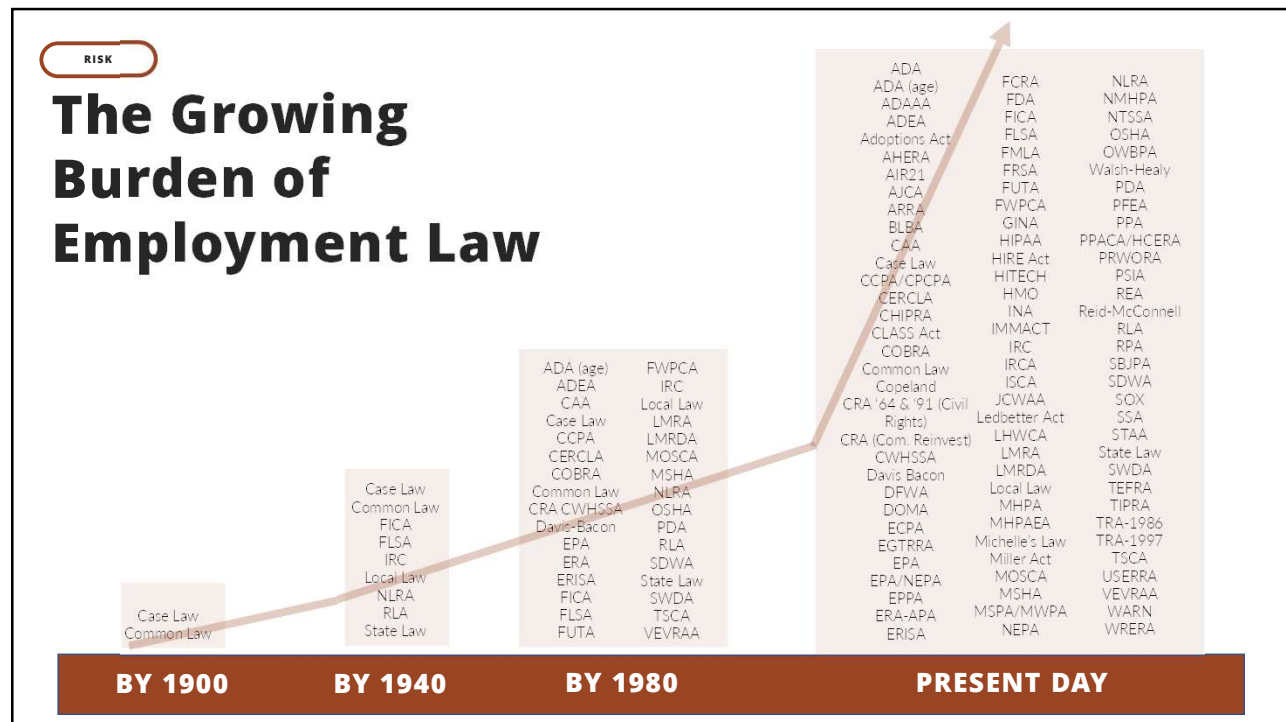
COST OF HR

**HR admin costs
as % of payroll**



Source: U.S. Dept of Labor, SBA, U.S. Chamber of Commerce

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RISK

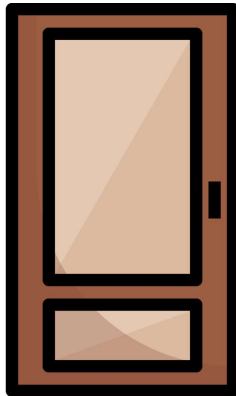
Employee Risk

HR in 2023 = Risk Mitigation!

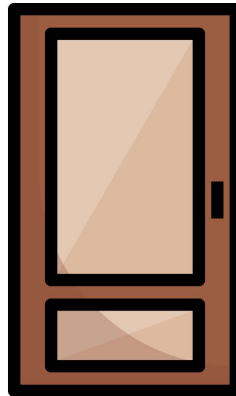
- Current Employee Handbook
- CONSISTENT application of HR policies & procedures
- Documentation
- Professional Advisor

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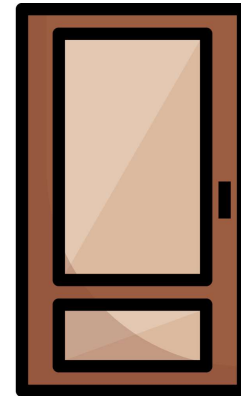
How do I handle HR?



DIY



OUTSOURCE



HYBRID

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Maximize Productivity through Technology

• Cloud-based HR Management System



focus **HR**

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Advantages with HR Outsourcing



Source:
 Professional Employer Organizations: Keeping Turnover Low
 and Survival High | McBassi & Company | 2014

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Get your HR House in order. Become a Talent Magnet.



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HR AUDIT

Need help?

- Complimentary HR audit at focushr.net/audit
- Feel free to contact me:
 - 520-721-6777
 - clint@focushr.net



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Q&A



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