

Make Your Company Values Known

Every business owner has a reason behind starting their company. Whatever that reason is, it is important that your staff understands it. When employees know your passions, they will feel more motivated to help you be successful.

People will put more of themselves into something they believe in. It is your job as a CEO to make your vision for the company known to those that work for you. It is just as important for your top level management as well as your entry level employees to understand your vision.

Here are ways to make your values known to your employees.

Incorporate Your Vision Into Staff Orientation

When a new person comes onto the team, they need to be introduced to the vision of the company.

Continued on page two – Values



Do Your Employees Know The Values of the Company?

7 Employee Handbook Must Haves

Every business needs an employee handbook. If you don't have one, then you need to contact your HR department ASAP. There are so many important sections in an employee handbook but I'll focus on the 7 essentials today.

7 Must Haves for an Employee Handbook:

1. Code of Conduct

You must have clear expectations laid out in writing for specific behaviors, dress code, attendance and a variety of other policies. The only way to have clear expectations is to put them in writing.

2. At Will Disclaimer

Be sure to have an "at will employment disclaimer" in your handbook. Everyone needs to understand that the employment is not forced but at will and is at the discretion of the employer.

3. Family Medical Leave Act

An employee handbook is not complete without the FMLA regulations defined. Companies with more than 50 employees are required to comply with 12 weeks of unpaid leave each year.

4. Harassment and Discrimination Policies

The details of these policies are essential. The goal is to set expectations and alleviate any potential fears or concerns for your employees.

Continued on page two – Handbook

INSIDE THIS ISSUE

1. *Make Your Company Values Known*
2. *7 Employee Handbook Must Haves*
3. *Effective Benefit Engagement Strategies*
4. *One Minute Ideas*
5. *Exceptional Leaders Are Not Too Busy*

Continued from page one – **Values**

You will need to put together a very clear idea of what the company stands for and where you plan to take the company in the future.

Introducing the vision during orientation will help new employees understand how important it is for them to get behind the company's values.

Share Your Passions During Staff Meetings

First of all, you should have regular staff meetings. During these meetings, it is a good idea to go over the vision and passions you have for the business. You do not have to take up much time doing this, but it should be part of your meetings to remind everyone why they are here.

Create An Engaging Marketing Campaign For Your Employees

It is just as important that you market your company to your employees as you do to your potential customers. Employee buy in is essential to having individuals that are loyal to you and work hard for the success of the business.



Put together engaging campaigns that can be made into poster form. These posters can be displayed in employee break areas or around high trafficked areas of the building.

Digital marketing is also an important outlet to get your vision across to employees. Put together a logo and tagline that can be included at the close of every email that you send.

When you have people in the company that know what you are passionate about, it will give them a sense of purpose. They will work harder and be more dedicated because they work for someone they can believe in. All of us are better at our jobs when we understand what the purpose of the job is and the direction of the company.

Do you need any help getting your company values known throughout the company? Contact us today! ♦

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Continued from page one – **Handbook**

Everyone wants to feel at ease in the workplace and a policy that explains what is permissible is quite helpful.



5. Confidentiality

Each company's handbook should have wording that ensures your employee's personal info will be kept confidential. This should protect the info about them during and after they leave the company.

6. Leave of Absence

Employees want to know the details about vacation days, sick days, bereavement, paid time off and the days a business closes. Don't assume that they will know what you mean. Be very specific and include the hours of operation and specific dates that you are open and closed.

7. Compensation and Benefits

Your employee handbook should explain the pay schedule, benefits package, overtime policy, review and salary increase information. Try and be as direct and detailed in this as possible so that there will be fewer questions later.

If you don't have an employee handbook for your company, then get that corrected quickly! Set a goal and get one written.

Already have one? Well pull it out, dust it off and see if these 7 "Must Haves" are in there. A yearly revamp is a great idea to be sure that the handbook stays updated with the best info.

Take time right now to ensure your employee handbook is up to date.

We would love to hear your comments. Contact us today! ♦

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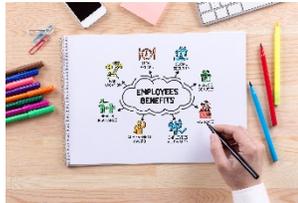
"Always bear in mind that your own resolution to succeed is more important than any other."
~ Abraham Lincoln

Effective Benefit Engagement Strategies

Do your employees “get” and appreciate the benefits package that your company offers? Statistics show that most employees don’t fully understand the value of what they have.

Companies should educate their staff about their benefits. How quickly they forget orientation day! They were most likely too nervous to comprehend what you told them anyway.

One thing is for sure, you want to continuously market your benefits package to your team. The goal is for them to feel the value that they have received. You want their continual buy in.



Steps to increase benefit engagement include:

1. Orientation...What comes next?

After day 1, your new employee will be in all out training mode. Be sure to follow up on the benefits package. How? Create an attractively laid out marketing piece that will allow for a clean, concise summation. Plan to email it and hand deliver it to their desk / department.

2. Involve the family

Your employee may not process the info as well as perhaps their spouse. Consider a meeting, dinner, a meet and greet or some other type of session where questions can be answered.

The bottom line is that you want the “family” to see the value that you are offering too. You don’t want your new hire to jump ship because the grass *seems* greener on the other side.

3. Q & A

Offer a question and answer session where new hires can meet with upper management to find out more info about the company, benefits and any other lingering curiosities that may have crept in their minds since day one.

4. Email Newsletter

Utilize your company emails to mention and explain the company’s benefit package. Include tips on how to be sure they maximize their benefits.

Take the opportunity to occasionally reiterate the many great facets of your outstanding benefits package. Keep the info in the forefront of their minds and they will be reminded of the value.

The key to benefit engagement strategies is to market, market, and market your outstanding benefit package to your staff. Be sure to continue to tell your employees what you’ve “done for them lately.” ♦

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“In order to succeed, we must first believe that we can.”
~ Nikos Kazantzakis



One Minute Ideas

Trouble Finding Employees?

Tap a rich source of able job candidates.

The next time you have trouble filling a job, think disabled. With often-minor accommodations, you can tap into a chronically underemployed workforce of some 54 million people with disabilities.

Only 30% of working-age people with disabilities are employed, compared to 80% of nondisabled adults, says the National Organization on Disability. And if you’re worried about having to make expensive accommodations for employees with disabilities, don’t: On average, it costs between \$50 and \$100 for each employee, says the federal Office of Technology Services.

You can recruit candidates with disabilities through national organizations such as JobAccess (www.jobaccess.org) and National Business & Disability Council (www.Business-Disability.com).

Source: Adapted from HRFocus, American Management Association

“With the new day comes new strength and new thoughts.”

~ Eleanor Roosevelt

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Exceptional Leaders Are Not Too Busy

You should not be too busy to get to essentials. "Busy-ness" is not an excuse to avoid tough decisions or unpleasant but necessary conversations. When one is busy, it is mostly attending to urgent and important matters; and, hopefully not too many unimportant matters.

The Exceptional Leader knows that focusing only on the urgent and important, while critical, may not lead to long term progress. They must also focus on the important but less urgent matters that will yield the best long term results.

They must be willing to work on the business improving things for the future and avoid getting immersed in busy work.

Thought Provoker

- ✓ Does your busy-ness create denial about what is really important and essential to the success of your organization?
- ✓ Do you let others fill your calendar at the expense of having the necessary reflective and planning time that you need to be successful?
- ✓ Do you let your busy-ness interfere with setting up systems that could increase your efficiency and allow you to focus on more important matters?
- ✓ Do you get so immersed in the day-to-day stuff so that you cannot look up and see the big picture?
- ✓ Do you get so immersed in the day-to-day stuff so that you don't attend to important relationships?
Who do you need to call right now?



Exceptional Leaders stick to essentials and avoid the busy-ness that can diminish their leadership effectiveness. ♦

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Recruiting Older Workers

With the graying of the workforce, American business is going to have to pay attention to what older workers want and how to recruit them, says Deborah Russell, manager of Economic Security and Work at the American Association of Retired Persons. "Terms such as 'fast-paced,' 'high-energy,' 'young,' and 'vital' are often signals to older workers that they need not apply," she says. AARP encourages companies to use terminology that better reflects age diversity such as "experienced workers" and "age-diverse."

An AARP-sponsored study, using a nationally representative sample of 1,500 workers age 45 to 74, shows that 69 percent plan to work in some capacity during their retirement years. They work not only for money but also for intangible benefits such as enjoyment and a sense of purpose. Poll participants focused on "soft benefits" such as adequate time off and flexible schedules as well as "hard benefits," including health-care benefits and insurance and good pension benefits as "absolutely essential parts of their ideal jobs."

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HAPPY NEW YEAR!



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