



Welcome to the SIG University Webinar Series
**2021: What's On Your HR
Radar Screen?**

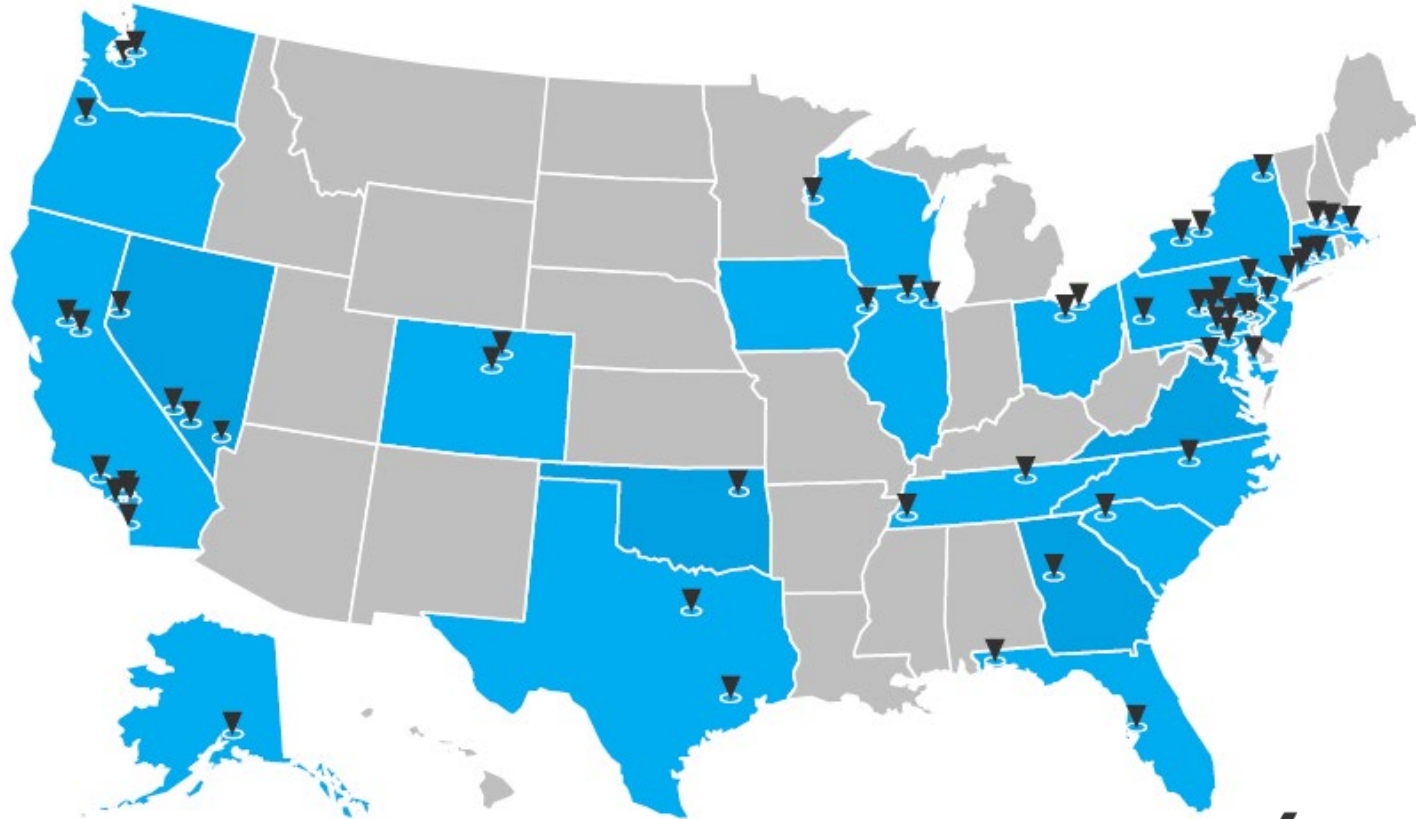
Amy Polefrone | HR Strategy Group

Donna Miracle | HR Strategy Group

March 25, 2021



Welcome to Our Regional Alera Partner Firms!





Questions?

During the webinar if you have any questions, please feel free to...

- 🗨️ Zoom Chat: Enter questions via the “Chat” feature in the Zoom meeting

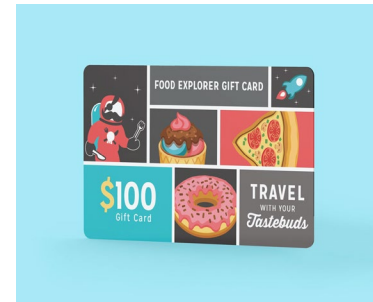
Reminders

1. Slides and resources will be emailed after the webinar and are available on silbs.com/events
2. Complete our 2-minute post webinar [SURVEY](#)** All completed surveys will be entered to win a \$100 Goldbelly gift card!

Congratulations to the winners from our last webinar!

Melissa Bisson, WBCM

Erin Tomko, RE Michel Company, Inc.!



UPCOMING

Employer Update – Return to the Office After COVID-19: Are You Prepared?

April 8th, 11 AM – 12 PM EST

Presenter: Doug Desmarais, Esq., *Smith & Downey, P.A.*

How to Prepare for a DOL Audit

April 21st, 12 PM – 1 PM EST

Presenter: Stacy H. Barrow , Esq., *Marathas, Barrow, Weatherhead, Lent, LLP*

Roadmap to Mental Well-being: Best Practices for Supporting Employees

April 29th, 11 AM – 12 PM EST

Presenters: Jessica Scheffield, *Brightview Senior Living* and Beth Thierer, *BHS*

Webinars





**From HR Tactical to HR
Strategy:
HR Priorities to THRIVE &
DRIVE Your Success**

Our Presenters



**Amy Polefrone, MPA
SPHR, SHRM-SCP**



**Donna Miracle
SPHR**

From HR Tactical to HR Strategy...

- What is this?
- Why is this important for you and your organization?



Agenda

In this session we will discuss:

- From HR Tactical to HR Strategy
- Re-Orienting Your Perspective
- Trends for Your HR Radar Screen
- Adapting your HR priorities to a Strategic Mindset
- Quick Ground Rules...
 - Questions? Please put in the Chat Box.



What are YOUR HR Strategies & Priorities for 2021?



What's Getting in Our Way?

**Pandemic/Covid
Adaptations**

Socio-Political Strife

Business Continuity

**Lack of HRIS &
Technology Tools**

Day-to-Day Grind

**We Have
Type E Syndrome**

Crisis Du Jour

Daily Interruptions

Understaffed HR

**No Time to Get
Strategic**

Let's Dispel Some Myths...

**Myth
#1**

**I'm too
busy to get
better.**



Let's Dispel Some Myths...

Myth #1

I'm too busy to get better.

New Normal Reality #1

Do you have time to NOT change?



Let's Dispel Some Myths...

**Myth
#2**

**My boss
doesn't
support HR.
They'll say NO.**



Let's Dispel Some Myths...

Myth #2

**My boss
doesn't
support HR.
They'll say NO.**

**New
Normal
Reality #2**

**Partner with
the CFO to
make the
business case.**



Let's Dispel Some Myths...

**Myth
#3**

**No one listens
to me.**



Let's Dispel Some Myths...

Myth #3

No one listens to me.

**New
Normal
Reality #3**

Find an ally.



Let's Dispel Some Myths...

**Myth
#4**

**My employees
take all my
time.**



Let's Dispel Some Myths...

Myth #4

My employees take all my time.

New Normal Reality #4

Put on your mask first.



This Is Us!



**We need strategies
to learn how to
embrace and thrive
through our New
Normal!**

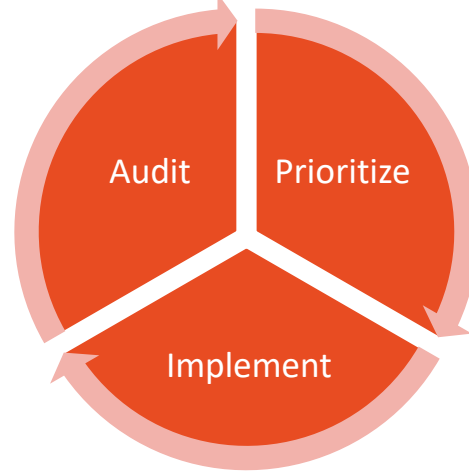


A New Normal Needs New Strategies!



HR Audit

TREND: Audit the HR Function



IMPLICATION: Pace, Don't Race



TREND: COVID-19 has changed the workplace

- In progress in Maryland and other states
- Currently in Phase 2A
- Workforce Implications of the Vaccine

IMPLICATIONS: Continue to be at the forefront of your organization, managing the pandemic.

Recruitment

TREND: HR is a Process Expert... with Technology to the Rescue

- Applicant Tracking System
- Pay Transparency
- Diversity, Equity, & Inclusion
- Tactical Goals Leads to Transformational Changes

IMPLICATIONS: HR is a Process Expert in the Hiring Process

**Diversity,
Equity, &
Inclusion**

TREND: DEI is not the WHAT, it's the HOW

- Impact all areas of the Business
- Move to DEI Statements
- OLD: Screening Out
- NEW: Screening In

IMPLICATIONS: Move the needle tactically, with a strategic mindset.



Learning & Development

TREND: Rise of Learning & Development, Micro-Learning

- Shift from In-Person to Virtual Learning
- Companies upholding L&D Budgets
- Special Topics:
 - DEI, Managing Remote Workforces, Black Lives Matter, Politics in the Workplace
- Intact Team Training

IMPLICATION: L&D is a high investment. It's part of the employment relationship.



Benefit Advocacy

TREND: Develop a Benefits Education Strategy

- Forge Strategic Relationship with your Broker
- Benefits Compliance Calendar
- Understanding what your plans offer your company
- Use the FULL breadth of services
- Does your health plan offer EAP?
- Do I need a Benefits Audit?

IMPLICATION: HR must be constantly educating your workforce about the value and resources available through your benefits.



**HRIS &
Technology
Management**

TREND: Time to move from Spreadsheet to a HRIS system.

- Evaluate your current HRIS.
 - Is the process we are using working?
 - Do I have the information I need to be strategic (or am I guessing).
 - Do I need a stand-alone HRIS Audit?

IMPLICATION: This will be your shift to HR Strategy thinking.

Comp & Pay Transparency

TREND: Pay Transparency & Pay Equity is a steam train

- Maryland: Requirement
- Generational Shift is demanding PT & PE
- Pay is not confidential
- Employees are talking – and they aren't happy!

IMPLICATIONS: Evaluate your pay structures and ensure gender pay equity

I'm Overwhelmed... Where do I start?



What is keeping you up at night?

Where can you have the quickest success?

What can you audit?

Eat That Elephant... One Bite at a Time

- Break down the “overwhelm” to a “simple project.”
- Get a STRATEGIC SOMETHING done each quarter.
- Build on THAT success.
- 1 Chunk of Time Weekly will change your life – and how you serve your management team and employees.



Case Study:

“Recruitment is Killing Me!”

- What is dragging me down?
 - Recruitment
- Why is this dragging me down?
 - I’m drowning in emails. I can’t get other things done.
- Why am I drowning in emails?
 - I don’t have an Applicant Tracking System. I am tracking candidates through a spreadsheet. I want to cry.
- What are my options?
 - No HRIS System: Can I obtain a simple ATS?
 - HRIS System: Can I add this module?



Make the Case for Your HR Strategy

Identify	...the Problem
Research	...5-6 Solutions
Partner	...with your CFO (Financials, Business Case)
Present	...to the CEO/Owner





To thrive, you
MUST put on
your mask
first!

- **Restoration, Relaxation, Recharge**
 - Power of a Restorative Day
 - Necessity of a Vacation
 - Exercise, Mindfulness
 - Nutrition
 - 1 Electronic-Free Day Per Week
- **Integrate Restoration Into Your Work Day!**
 - Mini Breaks During the Day
 - Walking Meetings
 - Yoga/Mindfulness/Stretching
 - Periodic Day Off
 - Extended Time Off

Questions...

HR Roundtable





Thank you!

Taking care of the HR challenges,
so you can run your business.

Questions? Contact us today
at 443.813.2652.

www.hrstrategygroup.com





Thank You for Attending

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Check your email for your HRCI/SHRM Certificates.

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