



HR...Is Your
Friend!





10 BIGGEST CHALLENGES - 2017*

1. Political Administration
2. Health Insurance \$\$\$
3. Cyber Security
4. Accessing Capital
5. NEW HIRING
6. Economy
7. Consumer Expectations
8. Competition
9. Virtual Workspace
10. Market Saturation


* Business News Daily

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BALDWIN



"Your ad said you were looking for a people person."



CHALLENGING TIMES... CHALLENGING PEOPLE

BIGGEST START-UP CHALLENGES:

**#4. Adding Talent –
Entrepreneur
Magazine**

BIGGEST PROBLEMS IN STARTUPS FIRST 3 YEARS:

**#3. A Weak Team –
Entrepreneur
Magazine**

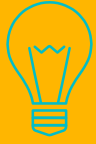
#1 HEADACHE FOR SMALL BUSINESS:

**MANAGING
EMPLOYEES – Wall
Street Journal**



WORKFORCE PLANNING

- Tool to establish staffing levels
- Aligned with B-Plan/Pro-Forma
- Work with Budgets





ESTABLISH
YOUR WORK
CULTURE

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**“You seem intelligent, capable, level-headed and mature.
That’s a shame because I was really hoping you’d fit in here.”**





○ <https://www.snagajob.com/about/>



BEHAVIORAL CORE COMPETENCIE S

- Problem Solver
- Technology Literate
- Plays to Win
- Integrity
- Leadership
- Coachability
- Character



Talent Acquisition



ESTABLISH A PROCESS



How the work gets done:

- **Creation of Roles,
Job Descriptions**
- **Hiring Process**

KSA's

- **Knowledge, Skills,
and Abilities**





CREATE AN EMPLOYER BRAND

- Hire to your Culture
- Reward Behavioral Competencies
- Drive Culture



IN A
NUTSHELL...



OH

YEAH...
WHAT ABOUT EMPLOYMENT LAWS?



HAVE AN HR PRESENCE – FROM DAY 1





Thanks!
Any questions?

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