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Are You An Employer Of Choice?

To create excellence in business you will need to achieve excellence in Human Resource Management. You will be an extremely lucky businessperson if you achieve your long-term business goals without having established a caring but realistic Human Resource Policy for your business.

Small/Medium sized-businesses cannot achieve excellence in business unless they employ top-quality employees. To attract outstanding staff and to be considered an 'Employer Of Choice', you should consider the following:

- § Why would someone want to work for your organisation?
- § Why be an 'Employer Of Choice'?
- § What is the 'quality of life' in a job with your organisation?
- § What is your parental leave policy?
- § Have you developed a 'partnership' with employees?
- § Do you treat your employees as a 'business asset'?
- § Should you have a goal to be an 'Employer Of Choice'?
- § How do you become an 'Employer of Choice'?

We would be happy to discuss strategies with you to assist you in recruiting and retaining outstanding staff.

*The manager asks how and when;
 the leader asks what and why.
 Warren Bennis*

Everyone Has 1440 Minutes A Day!

Time is one of those things that cannot be expanded, but it can be better managed. Every one of us has 24 hours or 1440 minutes a day. Some business people are better managers of their time than others. Business people need to allocate the number of hours per day that they are prepared to spend at work and then prioritise how they are going to spend that time. Managers need to consider a lot of things in allocating time covering:

Technical Issues:

- § Sales
- § Client/customer work

Management Issues:

- § Planning
- § Controlling operations
- § Administration
- § Staff leadership
- § Developing new products and services
- § Training and development
- § Conferences



So how do you better manage your time? Here are some ideas:

- § Establish daily and weekly priority goals/to do list. Mark off the task when it is completed and periodically prepare a log sheet of the amount of time you have spent on various tasks
- § Control the telephone. Do not allow it to control you. Perhaps you should have messages taken during the day and have very specific return telephone time allocations – one in the morning, the other in the afternoon
- § Have a 'quiet period' each day so that you can use the 'quality time' to plan your business
- § Consider and analyse those persons or tasks that cause you to waste time. Can you change your management style to overcome these time wasters? For example, it might be better if you visited someone else's office or business premises rather than have them come to yours. The visitor can close the interview or meeting and basically leave
- § All meetings should have an agenda and a time limit and you should start and finish on time
- § At meetings, make sure someone takes minutes, distributes the minutes and follow these up at the next meeting. If this type of activity continues at all meetings it will speed up the meeting process

Management of time is essential if you wish to be successful in business. It involves planning, delegation and elimination of bad time wasting practices. Remember, every one is allocated the same amount of time each day, how you spend it will have a significant impact on how you perform as a businessperson!

*And in the end it's not the years in your life that count. It's the life in your years.
Abraham Lincoln*

Be sure to read each article with the mindset "How this could apply to our business". Thinking of it that way will guarantee that you get value. Also make copies for each team member. To really make sure something positive happens, work with your business development specialists to talk your team through ideas.

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Human Resources Vision Is Important

An organisation will have great difficulty in achieving best practice in human resources unless it has defined its vision. Vision will undoubtedly include: customer service; product research and development and profitable operations for shareholders. A very important segment is the organisation's vision towards human resources including:

- § Type of people to be recruited
- § Staff training
- § Motivation
- § Communication
- § Leadership
- § Appraisals
- § Feedback etc.

Have you a strategy for human resources covering:

- § The organisation's vision
- § Continuous improvement
- § Position descriptions
- § Communication with team members through regular team meetings
- § Regular appraisal
- § Direct communication

Management should try to ensure that in the day-to-day operations of the business they don't neglect their team members. It is important that you implement any promises you have made to team members and find time to communicate otherwise they may move to one of your competitors.

Many SMEs are developing strategies to retain good staff such as:

- § Treating staff as individuals and having them involved in decision making
- § Always trying to hire internally first
- § Offer training and skill improvements to staff
- § Develop a strong friendly culture in which employees are treated as individuals who matter
- § Encourage the achievement of a balance in life between work, family and social life
- § Encourage team members to be multi-skilled
- § Develop flexible human resource policies on parental leave, working time arrangements, job sharing

Leadership Is Vital For Success

The leader's role in a small/medium sized business is very important.

Leadership is the way that leaders influence followers towards the achievement of an organisation's goals. Leadership cannot be performed by one person in isolation.

Leadership is about telling people why they are doing certain things:

- § What needs to be done to achieve results?
- § Where we are going?
- § Who we are?
- § What is the organisation trying to achieve?
- § What is the identity of the organisation?
- § What does it mean to customers?
- § What does it mean to team members?
- § What does it mean to the wider community?

A leader's role is to encourage the entire team to work together to understand the goals and visions, and how those goals are going to be achieved.

The leader of a small/medium business needs to have introduced effective delegation throughout the organisation and to have implemented a succession plan for the business. A leader does not have to do everything, but sets the agenda and the culture for the organisation.

Inducting A New Employee

Induction of new staff is very important if your business is going to maximise the benefits from employing a new person. Many employers use an orientation checklist. The induction process should include:



- § A welcome to the organisation
- § Appointment of a 'buddy'
- § Introductions to supervisor and team members
- § Completion of necessary paper work
- § Explanation of:
 - How the business functions
 - Staff amenities
 - Management structure
 - Fire drills
 - Safety procedures
 - Breaks
 - Signing on/off procedures; etc

An Important Message

While every effort has been made to provide valuable, useful information in this publication, this firm and any related suppliers or associated companies accept no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

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