

# Webinar Series - Meeting the HR Challenge

written by Lauri Moon | October 12, 2023



## Meeting the HR Challenge

**(5-Module, Virtual)**

This program starts in:



Small and mid-sized businesses, including manufacturing, face a special challenge in recruiting, selecting, onboard, upskilling or reskilling, and retaining their workers.

This virtual workshop series, offered online in 5 convenient 90-minute sessions, will address the special challenges faced by small and mid-sized businesses with attracting, selecting, onboard, engaging, and retaining workers today.

## Register now for only \$299

(Register by August 6th to receive the early-bird rate - a \$180 savings!)

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# Objectives:

*Upon completing this 5-session program, participants will be able to:*

- Review key workforce issues affecting employers today
- Describe creative ways to recruit good workers
- Summarize ways to select good workers
- Delineate ways to onboard good workers—and explain why onboarding is so important
- Review effective on-the-job training for new hires—and explain why it is so important
- Discuss ways to address HR in organizations too small to hire full-time HR professionals
- Engage workers today and list the reasons why engagement is more than a fad
- Discuss practical approaches to drive down turnover and retain the best workers

# Sessions:

## **Session 1 - Today's Human Resource Challenges for Small and Mid-Sized Businesses**

- Providing an overview of the employment landscape facing small and mid-sized employers today
- Managing HR challenges without an HR department
- Conducting an HR audit (when the organization has no full-time HR people) to discover HR strengths and weaknesses and identify a long-term HR strategy
- Discussing the final project for the program

## **Session 2 - Recruiting and Selecting Workers**

- Planning for the future workforce of the organization
- Creating an employee handbook by establishing and implementing

consistent HR policies and procedures

- Building an employment brand and leveraging it to advantage
- Devising effective talent acquisition and recruiting strategies
- Creating effective job applications (rather than rely on one-size-fits-all forms)
- Interviewing effectively using behavioral and performance interviews
- Using the “hurdle approach” in selecting workers
- Maintaining effective documentation of employment actions

### **Session 3 - Onboarding and Training Workers**

- Planning for effective onboarding
- Reviewing the relationship between onboarding and absenteeism/turnover
- Understanding the difference between onboarding for worker productivity and onboarding to build social relationships
- Summarizing key issues in upskilling and reskilling workers

### **Session 4 - Engaging Workers and Using Effective Corrective Action**

- Defining worker engagement
- Clarifying why worker engagement is critical to attracting and retaining talented workers
- Reviewing ways to measure and increase worker engagement
- Examining effective ways to address corrective action

### **Session 5 - Driving Down Turnover and Improving Employee Retention**

- Defining turnover
- Reviewing what research has indicated about turnover and how to improve worker retention
- Clarifying why worker engagement is critical to slashing avoidable turnover
- Examining why not all turnover is bad—and why some turnover hurts more than others
- Reviewing effective exit interviews
- Conducting “stay” interviews
- Final project discussions



## Who should attend?

HR professionals, including HR Generalists, HRBP's, HR Supervisors, Managers, Directors, and VPs. Business owners, C-suite Leaders who work with HR teams, and other organizational leaders who want to know more about improving the challenges connected with staffing, onboarding, retention, engagement, and other issues facing leading HR challenges in organizations today.

## Why you should attend:

You or your team will benefit in these five ways and more...

1. Discover approaches to an HR strategy that fits **your** company.
2. Minimize or **end frustrations** over talent acquisition and recruiting strategies.
3. **Improve** your onboarding **confidence** and learn strategies that build high-performance employee relationships.
4. **Gain new understanding** for worker engagement that will **positively impact** your workplace culture.
5. Refresh your perspective on **obtaining** and **retaining** the best employees.



**IMC is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities. For attending this webinar series, SHRM members are eligible to receive 7.5 PDCs.**

## **Where?**

This five-module series will be delivered virtually using the Zoom product platform.

## **When?**

The five-modules (90-minutes each) will be delivered across five Wednesday, afternoons starting at **3:00 PM** and **concluding at 4:30 PM**, eastern time, USA.

- September 11, 2024
- September 18, 2024
- September 25, 2024
- October 2, 2024
- October 9, 2024

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## **Bonus Materials:**

*Participants will receive:*

- A draft employee handbook that can be tailored to your organization
- A worksheet for use in creating an interview guide to use in job interviews
- A sample employment application for use in creating one for your organization
- A checklist for employee onboarding

- A sample checklist for guiding on-the-job training (OJT)
- Surveys to use for assessing employee engagement levels
- A survey to identify ways to drive down turnover (100 research-based ways to improve employee retention)

## Meet our presenter for this event...



**William J. Rothwell, PhD.** is President of Rothwell & Associates, Inc., President of Rothwell & Associates, LLC, and President of Rothwell & Associates Korea. He has worked full-time in human resources, training and organization development in both government (the Illinois Office of the Auditor General) and in a multinational company (American Brands, #48 on the Fortune 500 list) from 1979 until 1993. He has been a consultant for over 50 multinational companies. He has served many manufacturing clients in both the U.S. and abroad. Some of his clients include: Ford Motor Company, General Motors, Siemens, Sony, Phillips, Erickson, and HP. In addition to serving as the President of three consulting firms, he and his wife, have several other successful for-profit business endeavors in Pennsylvania.

Dr. Rothwell is a prolific author, coauthor, editor, or coeditor. Since 1987 he has published more than 130 books, edited 24 books in various book series, and authored numerous training packages, guides, technical reports, and scholarly articles. Complimenting his vast experience as an internationally recognized consultant, he also spent several decades serving The Pennsylvania State University as a Distinguished Professor in the Workforce Education and Development program in the Department of Learning and Performance Systems, College of Education, on the University Park Campus. He holds top-level certifications and credentials with National SHRM and ATD.

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**Webinar information will be provided prior to each session.**