

THE *INSPIRED* WORKFORCE

PRESENTED BY DON PHIN, ESQ.



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About Don Phin, Esq.



I met Don Phin at the “Money and You” program presented by Excellerated Business Schools. I was immediately struck by his focus, pragmatism, love and compassion. Don is the prototype of the new professional for the twenty-first century. He understands that his professional success, as well as the success of those around him, has as much to do with people’s feelings as with his technical skills or anything else. Don’s unique ability to bridge various disciplines and take a common-sense approach toward workplace relationships is destined to make a significant contribution for years to come.

DC Cordova, CEO of
Excellerated Business Schools

Long story short... Don grew up in the Bronx, fell in love with the Yankees, music, sports and Manhattan, and was fortunate enough to attend Bronx HS of Science. At 19 he jumped at the opportunity to work on a tuna boat out of San Diego. He liked the sea, sunshine, volleyball, surfing and California girls so he stayed. Don now lives and works in beautiful Coronado, California and is happily married with 3 sons and 3 grandkids.

Don has been a California employment practices attorney since 1983. He litigated cases for 17 years, figured out how ridiculous it all was, and decided to help employees and companies avoid destructive scenarios. Since then he has written numerous books on the workplace and presented to hundreds of CEO, HR, and insurance groups.

Don was the founder and President of HR That Works, which was acquired by ThinkHR in January of 2014. In 2016, Don became a Vistage Chair for HR executives after being a Vistage presenter since 1997. He is a workplace investigator and co-editor of the prestigious EPLiC Journal published by IRMI.



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Why Inspired Work?



What does it mean to be inspired?



When have you done inspired work?



Who inspired you to do great work?

Why Inspired Work?



What about them was inspiring?



The Precessional Impact



An Uninspiring Environment Kills the Spirit and Imprisons the Soul

The True Cost of Your HR Practices



Few executives fully understand the cost of their HR practices. Use this tool as a quick indication of your weak spots and financial growth opportunities.

How much did **bad hires** cost over the last 12 months? Use an average of 1:1 ratio of their annual pay. For example, an employee with a \$50,000/year salary will cost \$50,000.

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How much did **losing any good employees** cost over the last 12 months? Again, use at least a 1:1 ratio.

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What would be the bottom-line impact of **improving total productivity** by only 5%? Use 5% of total payroll. (For example: \$1,000,000 x .05 = \$50,000)

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What is it costing you to keep **poor employees**? (Here's the test: If they quit, would you be relieved or upset?) Use the impact they have on their entire team in your calculation. (For example: team payroll = \$240,000 x .05 = \$12,000)

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What "bang for the buck" are you getting for any **benefits** paid? What if you improved that figure by 2%? (Use a benefits cost of 35% of payroll. For example: \$350,000 x .02 = \$7,000)

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What added costs are you paying with your annual **workers' compensation** modifier due to your risk management and return to work practices? (For example, a MOD of 1.2 means you pay more than your competition.)

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Did you have to manage and/or settle even a low-level **employee claim**? (Statistically, 1 in 4 get sued every year with an average verdict of \$250,000)

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Your HR cost total:

.....

How much revenue will you have to bring in to put these HR dollars back into your pocket? Use at least a 3 to 1 ratio.

Revenue total:

.....

This is what your HR practices are costing you at the most basic level. Roughly half of the exposure is "out of pocket," and the other half is "left on the table every day." What would you be willing to invest in time and dollars to reduce this number? Would you invest at least 1/10th this amount to start somewhere? As you consider your answer, ask yourself this question: What sales activities and work would you have to do to match that revenue total? (i.e. sell 100 new cars, build two homes, get 50 new patients, book five more installations, etc.)

Now, what are you willing to invest in terms of time and money to reduce this figure? (For example, we are willing to invest \$20,000 to reduce this number by \$50,000.)

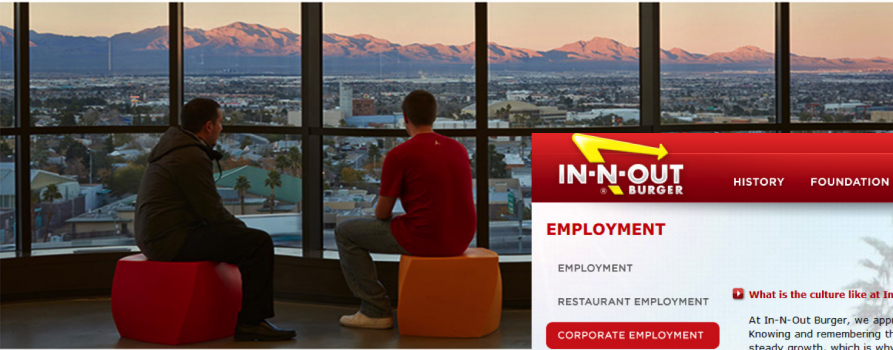
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Branding Your Culture



About Zappos Culture

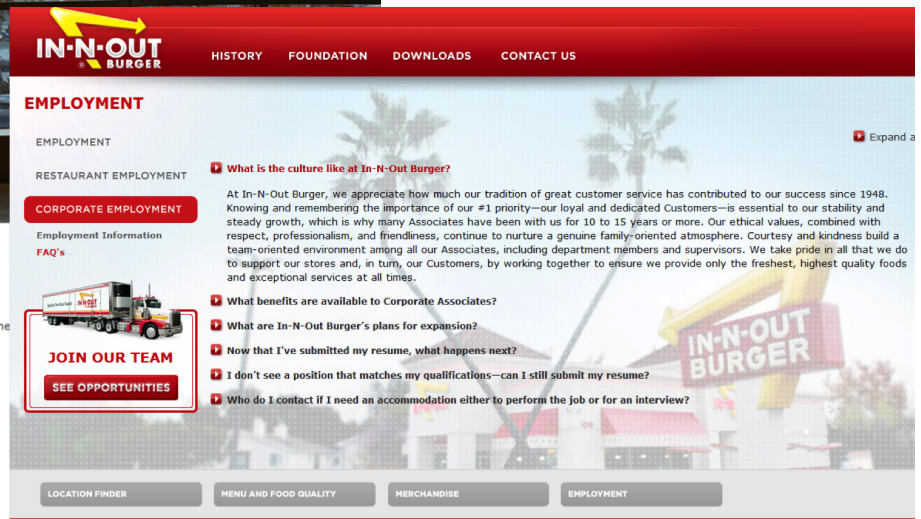
[Company History](#) [Our Culture](#) [Meet Our Monkeys](#) [Sustainability](#) [The Video Vault](#)



Zappos Family Core Values

As we grow as a company, it has become more and more important to explicitly define business strategies. These are the ten core values that we live by:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness



How would a prospective employee know about your culture?



Hiring the Inspired

We are looking for inspired workers. People who believe that doing great work is who they are... no matter the work being done. People who yearn to continually grow and move on to bigger and better work.

Hiring



The importance of hiring great employees

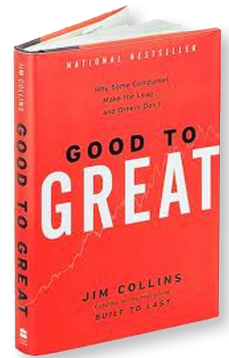
Here's a fact: *Half of the employers in your industry hire better than the other half!*

The Wrong Employee is:

- ☹ Under-qualified
- ☹ Close-minded
- ☹ Prone to error
- ☹ Absent, late or lazy
- ☹ Addicted
- ☹ Non-committed
- ☹ Unethical
- ☹ Unhealthy
- ☹ Disloyal
- ☹ Resistant to change
- ☹ Uninspired

The Great Employee is:

- ☺ Highly qualified
- ☺ Anxious to learn
- ☺ Responsible
- ☺ Dependable
- ☺ Trustworthy
- ☺ Focused
- ☺ Healthy
- ☺ Ethical
- ☺ Loyal
- ☺ Innovative
- ☺ Inspired!



The *discipline* of a sound hiring process requires (check those you do):

- | | |
|---|--|
| <input type="checkbox"/> Skill tests (www.shl.com) | <input type="checkbox"/> Drug test |
| <input type="checkbox"/> Personality assessments (www.zeroriskhr.com) | <input type="checkbox"/> Case scenarios |
| <input type="checkbox"/> Interviews (what felt unfair at the last job?) | <input type="checkbox"/> Offer letter |
| <input type="checkbox"/> Background and reference checks (www.globalhrresearch.com) | <input type="checkbox"/> Pre-hire physicals |
| | <input type="checkbox"/> Orientation process |

Why we don't hire the right people (check ones that have applied to you):

- Desperation Laziness Baggage Infatuation Recommendations



Onboarding that inspires

Inspired Performance



You know you have a great performance management process when employees can answer these two questions:

1. What are the most important things you do every day?
2. How would you know if you were doing them well...
 - ...without me having to tell you
 - ...without you having to ask me?

Managing poor performance



A simple and powerful team building exercise:

Breadwinners

Support Staff

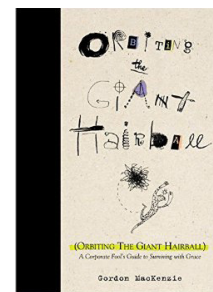
Admin Staff



Permission to think

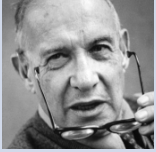


Permission to have fun



Permission to orbit

The Importance of Training



A person can perform only from strength. One cannot build performance on weakness, let alone on something one cannot do at all.

– Peter Drucker

Which company would you rather own, invest in, work for or work with?



This company has well trained employees and a robust learning culture.



This one does not.

A few training insights



Sharpening the saw.



1+1=3, the compound effect.

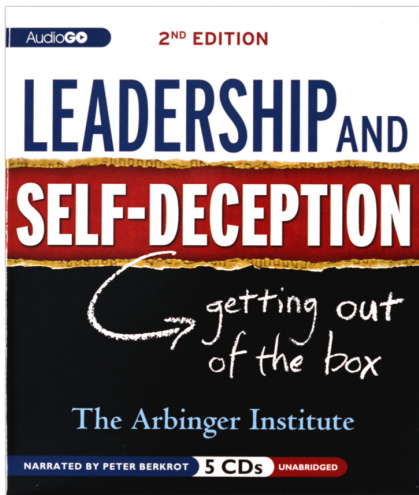


Inspired training

Types of Training

- In house presentation- great for sharing information and generating ideas
- Live or video training- best for “how to” training and knowledge capture
- Online training- vast majority of training today and very cost efficient
- Micro-learning- learn and do it right now
- Mobile and remote learning
- Outside classes – i.e. MBA programs, vendor training, industry training

The Self-Deception



The self deception

Be there for 5 minutes



How have you showed that you care?



Speaking, Training and Workshops

“ Don is world class caliber on matters of human resource and getting the most productivity from your workforce. His talk is engaging and insightful.”

“ Don Phin has been helping companies improve their leadership, compliance and HR practices for over 30 years. Don is an attorney, entrepreneur and author who loves to share wisdom, insight, strategies and tools that grow businesses, careers and the whole person.”

“ Down home Bronx meets legal genius meets common sense rubber-meets-the-road. Tremendous take-away.”

*“ GREAT program!
Honest – hard-hitting – concise!”*

“ Please have him come back next year—we need more strategic content like this that makes us think.”

Don’s goals when he speaks are simple:

1. Be easy to work with.
2. Provide great strategies, insights and take home value.
3. Be entertaining.



Most Requested Topics:

- The Inspired Workforce
- The Future of Work
- The Strategic Human Resource Executive
- Victims, Villains and Heroes
- AB1825 Sexual Harassment Training
- Social Media Risks
- Time Management that Works
- Change Management that Works
- Stop Making Mitsakes

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HR Coaching System with Don Phin



Goal:

To improve the HR opportunity through increased communication between HR and the executive team.

Method:

Initial diagnosis (\$1,500)

- Executive team takes 15 question Survey Monkey quiz
- CEO and HR complete new client questionnaire
- Don to study company on Internet (website, glass door, Google, etc.) (one hour)
- HR executive to take 50 question compliance quiz
- HR executive to take Zero Risk HR assessment
- Don to study all the above (one hour)
- One hour WebEx session with CEO and HR
- HR executive to create initial HR Scorecard and 90 Day Game Plan with coaching (one hour)

Monthly reviews (\$300)

- HR executive to create draft HR Scorecard and 90 Day Game Plan for Don's review
- One hour review and coaching session with Don
- Finalize Scorecard and 90 Day Game Plan
- Report provided to CEO with HR and other executives
- CEO discusses with HR in monthly meeting

Desired Results:

- Improve HR practices with bottom line results
- Improved workplace culture and leadership
- Career growth and fulfillment
- Employer of choice

This is a unique opportunity. I ask clients to sign up for at least six months to let the process bear fruit. If after that time you don't feel it was worth your investment, I will return all of your fees.

No questions asked.

Given my schedule I limit this opportunity to only 10 companies at a time. To take advantage of it today send an email to don@donphin.com or call my cell at 619-852-4580 and we can set up a 15 minute call.

Here's to an Inspired Workforce,

Don Phin, Esq.

