

THE GREAT HR PROGRAM

HOW TO BECOME MORE VALUABLE AND MAKE MORE MONEY AS AN HR EXECUTIVE



Are you taking full advantage of the incredible HR opportunity? Fact is, if you want to take your career to the next level, you can't wait for the company to go first. You have to grab this bull by the horns. Whether the company agrees to pay for your training or not, get it anyway. In my experience, there are always companies on the lookout for savvy HR executives. In this program, I'll take you through a ten-step process guaranteed to turn you into a HR dynamo and improve *your* bottom line!

These one hour webinar lessons are sent to your inbox for twelve straight weeks. You can access the webinars at any time. You will have up to one year to complete the course and related homework assignments. You will only be eligible for HRCI credits for the courses you have completed. At the end of every lesson you will be required to take a short quiz if you want the HRCI certificate.

Note: additional coaching services are available, if interested please just let us know.

Lesson #1

Discover WHY You Want to be GREAT at HR

How clear are you about what you want to do with your HR career? Are you on the right path? Do you know how others view you? It's time to get clear about your future opportunities. In this lesson you will learn:

- The history of the HR journey.
- What great HR means to your company.
- What being really good at HR means for your career.
- Discovering your personal “why” and making a commitment.
- What kind of HR executive do you want to be? We discuss money, self-worth, job and income security, having more fun, and recognition.
- Understanding that being a great HR executive is an inside-out job.
- Eliminating the blockages/excuses.

ASSIGNMENT

Assessing Your Human Resources Quotient

Lesson #2

Diagnose Your HR Needs

How well do you know your HR numbers? How well can you define the bottom-line impacts of your HR efforts? Do know what the CEO or management team needs from you? In this lesson you will learn:

- The importance of understanding HR metrics.
- How to calculate your HR metrics.
- How to conduct audits and surveys.
- How to communicate them to the executive team.

ASSIGNMENT

Complete the HR Cost Calculator for your company and distribute the HR Department Survey to the management team.

Lesson #3

Upgrade Your Hiring Practices

The number one concern of executives nationwide is to hire people they can trust. Hiring is the “tipping point” of the HR function. Most performance, retention, and legal problems are solved in the hiring process. In this lesson you will learn:

1. The importance of a hiring process
2. How to test for skills and assess for character.
3. Powerful interviewing techniques.
4. Conducting criminal, credit and other background checks.
5. How to create an employee referral program that works.
6. The emotional reasons why companies don't hire the right employees, even though we know we should. What to do about it.

ASSIGNMENT

Tweak the Hiring Checklist for your company.

Lesson #4

Performance Management ... that Works

In today's "squeeze" economy productivity is the second biggest concern of executives. If you can help your employees become just 5%-10% more productive, you can generate a significant bottom line impact! In this lesson you will learn:

1. Why the traditional approach doesn't work anymore.
2. The most important questions to ask when designing an employee performance system.
3. How to develop standard operating procedures and conduct best practice meetings.
4. Managing poor performance.
5. How to fire someone without ending up in court.
6. How to dramatically improve team performance.

ASSIGNMENT

Create a 90-Day Game Plan for the HR Department and a weekly game plan for you.

Lesson #5

Upgrade Your Retention Practices

Now that you have trustworthy employees who are producing, you want to keep them! The cost of turnover is enormous and the third greatest concern of the executives we've surveyed. In this lesson you will learn:

1. How to measure the total cost of turnover.
2. The most common reasons for turnover and what you can do about them.
3. How Maslow's Hierarchy of Needs applies to employee retention.
4. The most important factor when it comes to designing an employee retention program.
5. How to analyze the cost/benefit efficiency of a retention program.

ASSIGNMENT

Complete the Retention Program Possibilities Spreadsheet inputting your existing programs.

Lesson #6

Innovation and Best Practices

Today's company and HR executive must innovate and differentiate...or die. So, just how out of the box are ya? Are you reacting to the competition's HR story or creating the standard to follow? In this lesson you will learn:

1. Generating Standard Operating Procedures (It's really not that hard!)
2. Tips to get out of the box and generate creativity.
3. How to build a learning organization.
4. The only employee suggestion system that works.
5. Using "branding" techniques with your workforce.

ASSIGNMENT

Distribute the Creativity Checklist and Employee Suggestion Form.

Lesson #7

Internal Branding

Are you the Employer of Choice in your industry? Do you do a better job of branding to attract and retain talent than your competition? In this lesson you will learn:

1. The importance of branding inside.
2. What's your story?
3. Your social media presence.
4. Getting everyone on board.

ASSIGNMENT

Review the Branding to the Workforce Checklist and identify three branding initiatives.

Lesson #8

Mastering the Nuts and Bolts of Personnel Law Compliance

Employee lawsuits are an expensive, time consuming, emotionally exhausting reality of today's workplace. We will focus on the 20% of claim categories that produce 80% of claims. In this lesson you will learn:

1. How to avoid sexual harassment and other discrimination cases.
2. How to avoid the most common wage and hour traps.
3. Managing the "Bermuda Triangle" of WorkComp, FMLA and ADA
4. How to use the most powerful form ever designed to prevent employee claims.
5. How to manage complaints and work with attorneys.

ASSIGNMENT

Take the 50 Question Compliance Quiz and distribute the Employee Compliance Survey. Bonus assignment: conduct the Compliance Audit.

Lesson #9

The Future of Work

The workplace is undergoing dramatic change as the result of advanced Artificial Intelligence and Robotics. It is estimated that as many as 40% of all jobs will be eliminated in the next 20 years... and that will happen at an accelerated pace. In this lesson you will learn:

1. Where robotics and artificial intelligence are today.
2. What jobs are at risk.
3. What HR can do to empower this change.
4. The impact of your company leave and attendance policies.

ASSIGNMENT

Lesson #10

Victims, Villains and Heroes: Managing the Emotional Stage

It feels like HR is stuck in the never-ending drama between management and the rank and file. In this lesson you will learn:

1. Why so many employees are attracted to the victim mentality.
2. Why all bosses are villainized. What to do about it.
3. How to be a hero without burning out in the process.

Note: This program is alone is worth the price of the entire course!

ASSIGNMENT

Burn a copy of the Victims, Villains and Heros audio file onto a CD everyone can listen to in their car.

Lesson #11

Create a Strategic Plan

As the saying goes “without a plan any road will get you there”. There is no substitute for having a plan. In this final lesson you will learn how to create a strategic plan that will get the attention of your CEO and executive team.

1. Identify your top three goals for the year.
2. Identify the steps you need to accomplish them.
3. Plan on taking one step per month, including the strategy, tools, budget, and support required.
4. Get it all in a written plan.
5. Present the plan to management and the workforce.
6. How to ask for a raise.

ASSIGNMENT

Create a draft one year plan for the department and review with your boss, owner, executive team, etc.

Lesson #12

Celebrate Your Success!

If you have come this far give yourself a hand! You have what it takes to be a great HR executive. Now its time to celebrate and make sure you stay the course. In this lesson:

1. Publicize your success and share what you learned.
2. How to move from Abstraction to Action.
3. Your monthly scorecard.
4. Thinking about where you go from here.

ASSIGNMENT

Publicize your success! Just do it! Prepare your monthly scorecard. Send it to don@hrsherpas.com if you would like some honest and helpful feedback.

PROGRAM FEE:

The value of this program easily exceeds \$2,000. For a limited time only it is offered for only \$495.00 or \$97/month for six months.

SUPER SPECIAL BONUSES

In addition to the above we offer these additional tools and support:

Free ThinkHR access for three months. This is a powerful program and contains all the tools you will need to complete the Action Items. Your password will be sent within one business day. (And its a \$582 bonus!)

Free HR Compliance Skills Test: See just how well your HR compliance knowledge stacks up! (\$50 value)

Free Zero Risk HR Personality Assessment: A great way to get to know your strengths and weaknesses. Comes with the hiring lesson. (\$75 value)

Here's Our Non-Nonsense Guarantee: This program will dramatically improve your value to your company and help grow your career. As a result, you will have more fun making more money! What more can you ask for than that? You will have up to 30 days to cancel and request a full refund of your tuition fees - no questions asked. All the risk of your satisfaction is on us!

**To sign up today go to
www.strategichrcourse.com**

**If you have any questions please contact us at
619.852.4580 or email don@donphin.com**



Here's to your HR success,

Don Phin, Esq.