



CONSULTING  
BUSINESS OPERATIONS ... REIMAGINED

## BUSINESS OPERATIONS DIGEST

QUICK BUSINESS TIPS FOR INCREASING THE PROFITABILITY OF YOUR BUSINESS

January 2017

### Make Your Company Values Known

Every business owner has a reason behind starting their company. Whatever that reason is, it is important that your staff understands it. When employees know your passions, they will feel more motivated to help you be successful.

People will put more of themselves into something they believe in. It is your job as a CEO to make your vision for the company known to those that work for you. It is just as important for your top level management as well as your entry level employees to understand your vision.

*Here are ways to make your values known to your employees.*



#### **Incorporate Your Vision Into Staff Orientation**

When a new person comes onto the team, they need to be introduced to the vision of the company. You need to put together a very clear idea of what the company stands for and where you plan to take the company in the future.

Introducing the vision during orientation will help new employees understand how important it is for them to get behind the company's values.

#### **Share Your Passions During Staff Meetings**

First of all, you should have regular staff meetings. During these meetings, it is a good idea to go over the vision and passions you have for the business. You do not have to take up much time doing this, but it should be part of your meetings to remind everyone why they are here.

#### **Create An Engaging Marketing Campaign For Your Employees**

It is just as important that you market your company to your employees as you do to your potential customers.

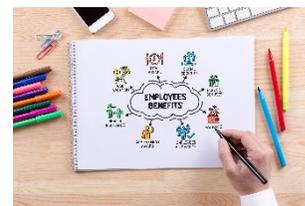
*Continued on next page – Company Values*

### Effective Benefit Engagement Strategies

Do your employees "get" and appreciate the benefits package that your company offers? Statistics show that most employees don't fully understand the value of what they have.

Companies should educate their staff about their benefits. How quickly they forget orientation day! They were most likely too nervous to comprehend what you told them anyway.

One thing is for sure, you want to continuously market your benefits package to your team. The goal is for them to feel the value that they have received. You want their continual buy in.



Steps to increase benefit engagement include:

#### **1. Orientation...What comes next?**

After day 1, your new employee will be in all-out training mode. Be sure to follow up on the benefits package. How? Create an attractively laid out marketing piece that will allow for a clean, concise summation. Plan to email it and hand deliver it to their desk / department.

#### **2. Involve the family**

Your employee may not process the info as well as perhaps their spouse. Consider a meeting, dinner, a meet and greet or some other type of session where questions can be answered.

The bottom line is that you want the "family" to see the value that you are offering too. You don't want your new hire to jump ship because the grass *seems* greener on the other side.

#### **3. Q & A**

Offer a question and answer session where new hires can meet with upper management to find out more info about the company, benefits and any other lingering curiosities that may have crept in their minds since day one.

*Continued on next page – Engagement*



# One Minute Ideas

## Trouble Finding Employees?

### Tap a rich source of able job candidates.

The next time you have trouble filling a job, think disabled. With often-minor accommodations, you can tap into a chronically underemployed workforce of some 54 million people with disabilities.

Only 30% of working-age people with disabilities are employed, compared to 80% of nondisabled adults, says the National Organization on Disability. And if you're worried about having to make expensive accommodations for employees with disabilities, don't: On average, it costs between \$50 and \$100 for each employee, says the federal Office of Technology Services.

You can recruit candidates with disabilities through national organizations such as JobAccess ([www.jobaccess.org](http://www.jobaccess.org)) and National Business & Disability Council ([www.Business-Disability.com](http://www.Business-Disability.com)).

Source: Adapted from HRFocus, American Management Association

“With the new day comes new strength and new thoughts.”

~ Eleanor Roosevelt



Our firm's main focus is helping you turn operations into a profit-focused venture by using Cloud, automation and process improvement. Our clients gain with customized programs that improve their business strategy in the areas of Financial Management, Technology, Sales and Marketing. Each of these programs are delivered via Cloud-based platforms that deliver the highest level of performance, strong cost savings and "Anywhere Access."

Contact us today at (510) 764-2369 or [info@L5Consulting.com](mailto:info@L5Consulting.com)

L5 Consulting | (510) 764-2369

Continued from page one – *Company Values*

Employee buy in is essential to having individuals that are loyal to you and work hard for the success of the business.

Put together engaging campaigns that can be made into poster form. These posters can be displayed in employee break areas or around high trafficked areas of the building.

Digital marketing is also an important outlet to get your vision across to employees. Put together a logo and tagline that can be included at the close of every email that you send.

When you have people in the company that know what you are passionate about, it will give them a sense of purpose. They will work harder and be more dedicated because they work for someone they can believe in. All of us are better at our jobs when we understand what the purpose of the job is and the direction of the company. ♦

*Do you need any help getting your company values known throughout the company? Contact us today!*

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

Continued from page one – *Engagement*

### 4. Email Newsletter

Utilize your company emails to mention and explain the company's benefit package. Include tips on how to be sure they maximize their benefits.

Take the opportunity to occasionally reiterate the many great facets of your outstanding benefits package. Keep the info in the forefront of their minds and they will be reminded of the value.

The key to benefit engagement strategies is to market, market, and market your outstanding benefit package to your staff. Be sure to continue to tell your employees what you've "done for them lately." ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

*“Always bear in mind that your own resolution to succeed is more important than any other.” ~ Abraham Lincoln*

[Click the links below for more information on our services]



*Happy New Year*

[www.L5Consulting.com](http://www.L5Consulting.com)