

HR

E S S E N T I A L S

A Helpful Resource Publication for HR Managers and Employers

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Focus On Recovery

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We cannot predict what the future will bring; however, as HR professionals we are positioned to help our organizations create its future. Although lay-offs may be unavoidable, do not lose sight of the longer-term. Keep your organization's leaders focused on recovery by engaging and retaining your top talent employees.

Studies reveal that organizations with highly engaged employees:

- 42% are more likely to survive over a five-year period.
- Generate 44% more profit.
- Productivity is 70% higher.
- Customer satisfaction is 86% higher.
- Avoidable turnover is reduced by 75%.

High performing employees are seeking organizations that demonstrate a shared vision, leadership, accountability, collaboration and corporate citizenship.

Some key factors for recruiting and retaining top employees:

- #1 with employees is respect.
- Goal Management Process - How do established goals relate to company strategy?
- Performance Reviews - Are they meaningful and effective?
- Praise employee efforts.
- Reward Results - Consider developing a non-monetary rewards system.

Engaged employees are fully involved and enthusiastic about their work. They will behave in a manner that will further

your organization's business interests. The formula is simple ...

**Skills + Abilities x Motivation
= Performance**

Getting there is not always that easy. Employees cannot be engaged if the corporate culture is not compatible with their personal values. Remember - employees do not leave their organization, they leave their direct supervisor. Improve the quality of your managers. Effective managers will make a difference in retention, productivity and profits. Even in these challenging times when we are doing more with less, make sure that your employees still have a workload in alignment with their talents and temperaments.

High performing employees equate to greater shareholder value. Studies show that value can be as much as 50% greater than book value. Organizations that fail to adapt face significant risks in their ability to remain competitive and profitable. HR's strategic role encompasses: Facilitating the Strategy, Managing Expectations, Coaching, and are Architects and Facilitators of the Change.

Evaluate key practices, such as engagement levels, shared mindset, customer image in relation to their impact on your organization's strategy. Get your organization's leaders to focus on recovery, too.

Leadership Tampa Events



Top left: Law Enforcement Day. Left to right: Holly Tomlin; Major Curtis Flowers, HCSO; Sheriff David Gee, HCSO; Rene Benton-Gilmore, President WorkForce Alliance Tampa Bay; and Chief Stephen Hogue, TPD.

Top right: Sports Day. Former Tampa Bay Buccaneers Coach Tony Dungy and Holly Tomlin.

Bottom left: Sports Day. Left to right: Tampa Bay Buccaneers Head Coach Raheem Morris, Holly Tomlin, and Doug Williams, Coordinator of Pro Scouting, Tampa Bay Buccaneers.

Bottom right: Military Day. Pictured is Leadership Tampa Class of 2009.

Women of Influence Luncheon

The Greater Tampa Chamber of Commerce second annual Women of Influence Luncheon was held at A La Carte Event Pavilion October 2008. The featured speaker, Deborah Fine, President of Digital Strategy for Universal Television, spoke of her personal and professional journey which includes leading the world's first and largest online community, *iVillage*, for women.



Seated, left to right: Vicky Mastorides, USF College of Medicine; Lori Goldsmith, Tomlin Tested Staffing; Sheryl Frick, USAA Realty Co.; and Mary Ann Wright, Advantec.

Standing, left to right: Susan Wehrle, Revenue Management Solutions; Holly Tomlin, Tomlin Tested Staffing; Bridgett Mill, Tampa Bay Business Journal; Pat Moser, AACSB International (Association to Advance Collegiate Schools of Business); and Yvette Tremonti, Moffitt Cancer Center.